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Advertising Age

Crain's International Newspaper of Marketing

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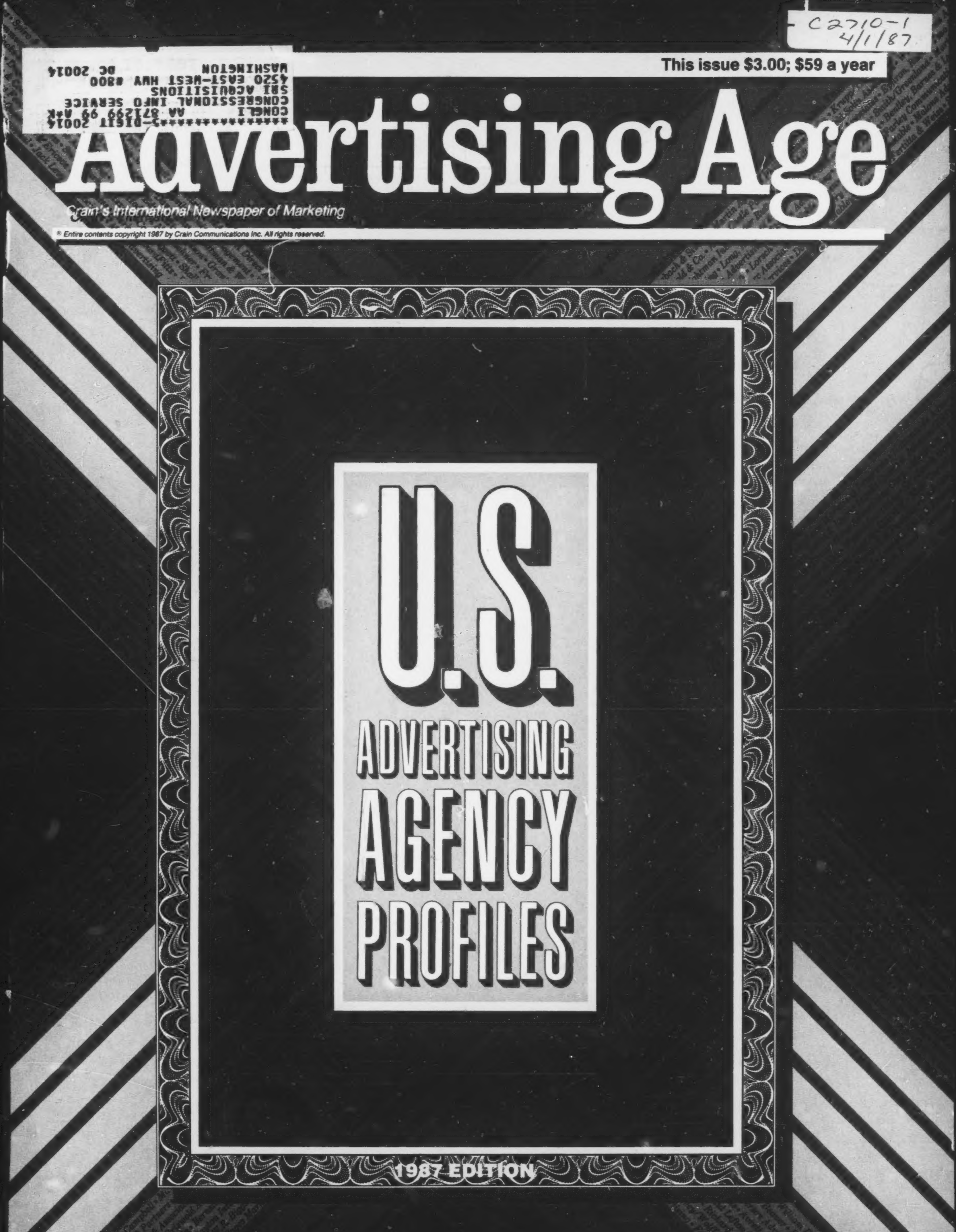

U.S. ADVERTISING AGENCY PROFILES

1987 EDITION

March 26, 1987 Special Issue

Advertising Age®

Crain's International Newspaper of Marketing

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Agencies gain 11.5%

Overseas income surges 19.2%

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By R. CRAIG ENDICOTT

Strong returns from advertising agency networks overseas bolstered modest gains at home to push worldwide gross income to $8.65 billion, up 11.5%, and billings to $59.32 billion, up 11.9%, in 1986 over the prior year for U.S. advertising agencies comprising the Ad Age 500, according to the 43rd annual Agency Income Report published by Advertising Age.

Non-U.S. billings growth of 38.4% powered Young & Rubicam, New York, to worldwide gross income of $628.4 million on billings of $4.19 billion for the No. 1 spot in both categories, its perennial position. It far outdistanced No. 2 Saatchi & Saatchi Compton Worldwide, which had been No. 5 in last year's report.

Saatchi & Saatchi Compton Worldwide, with gross income of $490.5 million, held off a pack of contenders bunched around No. 3 Ted Bates Worldwide, a subsidiary of Saatchi's own parent, Saatchi & Saatchi PLC, No. 6 BBDO Worldwide, No. 5 Ogilvy & Mather Worldwide, No. 4 J. Walter Thompson Co., and No. 7 McCann-Erickson Worldwide. Gross income is media commissions, fees and markup for materials and services an agency charges the client.

Such pyrotechnics among the top 100 agencies on the chart tended to obscure other trends spotted in the compilation of the Ad Age 500. Non-traditional agency services—all the direct response functions, independent pr firms, point of sale units, etc.—continue to be spawned or bought up by the larger agencies. This supermarketing of services gives the agency greater capability and provides one-stop shopping for clients.

A measure of media spending by the 500 compared with various media costs indicates the total media ad dollar volume is no longer tied to prime time network television prices. Trends of the two virtually were inseparable from 1976 until 1984 when media billings of the 500 veered upward while prime time net TV plateaued. The spread that has developed between the two is a product of network ad erosion, reduced TV rates and increased spending by agencies in less traditional media such as direct response and point of sale.

International influence, spurred by currency gains traced to the declining dollar, agency acquisitions and new business, lifted non-U.S. income 19.2% to $2.15 billion—most of it recorded among the top 25 agencies which account for 65.9% of worldwide gross income of the Ad Age 500. This propped up a 7.6% increase in domestic gross income to $6.5 billion for the 500.

There is slightly less concentration of ad monies in the big cities in this year's report, particularly New York and Chicago, the two dominant cities among agencies comprising the 500. Between them, they control 55% of the 500's total ad billings.

The top 100 agencies on the list represented 80.3% of total 500 billings in 1986, down from 81.5% in 1985. This reflects greater market segmentation and the advertisers' need to fine-tune marketing reach, and stronger ad contributions from growing "regional" centers like Minneapolis and Boston.

On the whole, agencies have become lean and mean. The performance level of the top 100 agencies as measured by employees per $1 million in billings (EPM) is improving—up 4.4% in average ratio to 1.56 EPM. Basically this is a function of greater ad budgets outpacing slight employment increases. Hidden in that EPM growth, however, is a decline in employment among the top 25 agencies. Mergers among these agencies have produced staff redundancies resulting in pink-slipping by some of the larger agencies, particularly No. 8 DDB Needham Worldwide and Bates' domestic operation.

The international influence, spurred by currency gains traced to the declining dollar, agency acquisitions and new business, lifted non-U.S. gross income 19.2% to $2.15 billion. This propped up a 7.6% increase in domestic gross income to $6.5 billion by the Ad Age 500.

The 500 as a barometer of agency growth in 1986 accounted for about 47% of the $66 billion in U.S. media spending that is handled by agencies, according to media totals compiled nationally by Robert J. Coen, McCann-Erickson. Local newspaper, local radio and other minor media account for about $36 billion in additional advertising expenditures in 1986, most of it noncommissionable.

Actually, the 500's percentage of all media placed by nation's agencies is far greater, because 50 out of the 500 did not break out media, reducing the universe for the totals. Agencies submit their media reports to Ad Age on a voluntary basis.

The prevailing trend in the agency business toward bigness—considered a necessity to attract the big ad budgets, spread the risk of client pullbacks and pullouts, generate the capital needed to push for new business, offer one-stop shopping and develop efficiencies through economies of scale—held the industry hostage to a near-hysteria of buying and selling in 1986.

The top 100 agencies in the Ad Age 500 made 1986 a year Wall Street won't forget. Twenty-six of these agencies were hit by changes in ownership. But two big deals dwarfed the rest: The creation of Omnicom Group, a holding company for BBDO Worldwide, No. 8 DDB Needham Worldwide and several other agencies including No. 32 Tracy-Locke; the insatiable craving by Saatchi & Saatchi PLC for U.S. prop-

(Continued on Page 2)

Top 10 agencies by worldwide gross income

Rank	Agency	Worldwide gross income 1986	1985	% chg
1	Young & Rubicam	$628.4	$536.0	17.2
2	Saatchi & Saatchi Compton Worldwide	490.5	440.9	11.2
3	Ted Bates Worldwide	486.0	466.0	4.3
4	J Walter Thompson Co.	471.0	434.7	8.4
5	Ogilvy & Mather Worldwide	459.6	402.3	14.2
6	BBDO Worldwide	445.1	399.3	11.5
7	McCann-Erickson Worldwide	427.7	369.5	15.7
8	DDB Needham Worldwide	375.0	362.9	3.3
9	D'Arcy Masius Benton & Bowles	336.3	330.7	1.7
10	Foote, Cone & Belding Communications	323.0	284.2	13.7

Top 10 agencies by worldwide billings

Rank	Agency	Worldwide billings 1986	1985	% chg
1	Young & Rubicam	$4,191.4	$3,575.3	17.2
2	Saatchi & Saatchi Compton Worldwide	3,320.0	3,033.1	9.5
3	Ted Bates Worldwide	3,261.8	3,106.9	5.0
4	BBDO Worldwide	3,259.0	2,894.7	12.6
5	Ogilvy & Mather Worldwide	3,154.6	2,752.1	14.6
6	J. Walter Thompson Co.	3,141.5	2,899.1	8.4
7	McCann-Erickson Worldwide	2,852.7	2,464.6	15.7
8	DDB Needham Worldwide	2,557.5	2,512.9	1.8
9	D'Arcy Masius Benton & Bowles	2,258.6	2,229.5	1.3
10	Foote, Cone & Belding Communications	2,154.5	1,900.7	13.4

Top 10 agencies by U.S. gross income

Rank	Agency	U.S. gross income 1986	1985	% chg
1	Young & Rubicam	$358.1	$340.6	5.1
2	BBDO Worldwide	307.0	274.0	12.0
3	Ted Bates Worldwide	282.6	287.5	(1.7)
4	J. Walter Thompson Co.	259.7	250.8	3.5
5	DDB Needham Worldwide	250.4	255.2	(1.9)
6	Ogilvy & Mather Worldwide	249.7	242.9	2.8
7	Foote, Cone & Belding Communications	242.4	213.7	13.4
8	Grey Advertising	203.6	183.2	11.1
9	Saatchi & Saatchi Compton Worldwide	194.6	169.7	14.6
10	D'Arcy Masius Benton & Bowles	192.2	197.5	(2.7)

NOTES: Dollars in millions.
Compiled from the top 100 agencies

Top 10 agencies by non-U.S. billings

Rank	Agency	non-U.S. billings 1986	1985	% chg
1	Saatchi & Saatchi Compton Worldwide	1,942.7	1,799.7	7.9
2	McCann-Erickson Worldwide	1,873.4	1,630.7	14.9
3	Young & Rubicam	1,802.9	1,303.1	38.4
4	Ogilvy & Mather Worldwide	1,489.4	1,131.7	31.6
5	J. Walter Thompson Co.	1,409.4	1,226.2	14.9
6	Ted Bates Worldwide	1,365.0	1,190.4	14.7
7	SSC&B:Lintas Worldwide	1,187.5	985.9	20.4
8	BBDO Worldwide	1,151.5	1,019.7	12.9
9	D'Arcy Masius Benton & Bowles	959.1	896.4	7.0
10	DDB Needham Worldwide	830.9	718.6	15.6

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Top 100 agencies by gross income

Rank					World gross income		U.S. gross income		World billings		U.S. billings		U.S. cap. fees		Employees	
1986	1985	☑	Agency	Headquarters	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	World	U.S.
1	1	☑	Young & Rubicam	New York	$628.4	$536.0	$358.1	$340.6	$4,191.4	$3,575.3	$2,388.5	$2,272.2	—	—	10,844	4,949
2	5	☑	Saatchi & Saatchi Compton Worldwide	New York	490.5	440.9	194.6	169.7	3,320.0	3,033.1	1,377.3	1,233.4	—	—	—	—
3	3	☑	Ted Bates Worldwide	New York	486.0	466.0	282.6	287.5	3,261.8	3,106.9	1,896.7	1,916.5	218.8	328.0	5,517	2,556
4	4	☑	J. Walter Thompson Co.	New York	471.0	434.7	259.7	250.8	3,141.5	2,899.1	1,732.1	1,672.9	—	—	7,662	3,035
5	—	☑	Ogilvy & Mather Worldwide	New York	459.6	402.3	249.7	242.9	3,154.6	2,752.1	1,665.3	1,620.4	—	—	7,449	2,840
6	6	☑	BBDO Worldwide	New York	445.1	399.3	307.0	274.0	3,259.0	2,894.7	2,107.4	1,875.0	355.1	346.0	5,005	3,665
7	7	☑	McCann-Erickson Worldwide	New York	427.7	369.5	146.8	125.0	2,852.7	2,464.6	979.3	833.9	—	—	7,412	1,661
8	—	☑	DDB Needham Worldwide	New York	375.0	362.9	250.4	255.2	2,557.5	2,512.9	1,726.6	1,794.3	354.8	401.7	5,335	2,783
9	8	☑	D'Arcy Masius Benton & Bowles	New York	336.3	330.7	192.2	197.5	2,258.6	2,229.5	1,299.5	1,333.1	—	—	6,077	2,528
10	9	☑	Foote, Cone & Belding Communications	Chicago	323.0	284.2	242.4	213.7	2,154.5	1,900.7	1,616.7	1,430.7	—	—	5,105	3,326
11	11	☑	Grey Advertising	New York	309.1	259.3	203.6	183.2	2,061.7	1,729.5	1,358.0	1,221.9	79.4	192.1	4,725	2,238
12	10	☑	Leo Burnett Co.	Chicago	292.3	269.4	188.1	179.7	2,061.8	1,868.5	1,361.6	1,269.9	55.7	47.6	4,064	1,768
13	13	☑	SSC&B:Lintas Worldwide	New York	237.0	208.6	69.0	67.4	1,647.5	1,435.5	460.0	449.6	—	—	4,083	690
14	14	☑	Bozell, Jacobs, Kenyon & Eckhardt	New York	175.6	163.7	157.1	145.7	1,250.0	1,150.0	1,125.0	1,030.0	235.4	199.4	2,068	2,068
15	18	☑	NW Ayer	New York	125.5	114.5	92.1	87.7	901.3	826.4	672.0	652.0	—	—	2,558	1,208
16	17	☑	DFS Dorland Worldwide	New York	119.6	121.5	116.0	118.9	926.0	879.3	901.4	861.9	—	—	3,900	1,490
17	21	☑	HCM○	New York	106.0	95.8	24.2	24.8	723.0	638.7	177.6	165.4	58.3	47.7	1,396	280
18	19		Wells, Rich, Greene	New York	99.7	97.2	99.7	97.2	665.2	648.1	665.2	648.1	—	—	852	852
19	—	☑	Campbell-Ewald Worldwide	Detroit	87.6	82.2	87.6	82.2	584.2	548.3	584.2	548.3	—	—	804	804
20	25	☑	Scali, McCabe, Sloves	New York	77.5	50.2	62.4	36.6	556.6	334.7	455.6	243.9	—	—	1,253	714
21	22		Ketchum Communications	Pittsburgh	75.3	62.9	69.3	56.9	528.5	419.5	488.5	379.5	133.4	104.5	1,110	905
22	20	☑	William Esty Advertising Co.☽	New York	75.0	76.5	75.0	76.5	510.0	510.0	510.0	510.0	—	—	500	500
23	—	☑	Ogilvy & Mather Direct Response♤	New York	68.0	49.0	36.0	30.0	454.0	331.0	240.0	200.0	—	—	1,100	490
24	23	☑	Backer & Spielvogel	New York	68.0	57.8	68.0	57.8	453.3	385.1	453.3	385.1	4.2	11.2	680	680
25	27		TBWA Advertising	New York	65.7	49.6	15.7	13.2	453.5	330.9	104.7	87.9	—	—	618	110
26	29		Ross Roy Inc.	Detroit	62.4	55.5	62.4	55.5	416.0	370.0	416.0	370.0	200.0	176.0	811	728
27	26	☑	Campbell-Mithun☽	Minneapolis	57.1	49.8	57.1	49.8	380.2	331.8	380.2	331.8	—	—	726	726
28	31	☑	DYR Worldwide○	New York	50.7	47.3	19.5	20.7	347.1	331.0	131.2	143.2	—	—	845	230
29	35	☑	Wunderman Ricotta & Kline○	New York	49.1	35.3	33.7	26.3	327.5	235.6	224.5	175.7	—	—	698	404
30	—	☑	Lowe Marschalk	New York	49.0	44.9	49.0	44.9	326.9	299.8	326.9	299.8	—	—	—	—
31	30		Chiat/Day Advertising	Los Angeles	47.1	44.1	47.1	44.1	314.1	294.3	314.1	294.3	66.2	90.0	—	—
32	32	☑	Tracy-Locke♡	Dallas	46.2	40.0	46.2	40.0	316.5	272.3	316.5	272.3	37.2	22.3	604	604
33	28		HBM/Creamer	Boston	40.1	30.2	40.1	30.2	267.0	201.0	267.0	201.0	—	—	558	558
34	37		Laurence, Charles, Free & Lawson	New York	39.4	33.3	39.4	33.3	287.0	235.0	287.0	235.0	16.0	15.0	317	317
35	38	☑	Hill, Holliday, Connors, Cosmopulos	Boston	39.4	32.7	31.7	28.8	262.5	218.1	211.4	192.0	168.3	149.4	486	350
36	24		C&W Group	New York	38.4	51.0	38.4	51.0	274.3	339.9	274.3	339.9	17.0	21.2	499	499
37	43		W.B. Doner & Co.	Southfield, Mich.	36.3	28.2	32.6	26.0	238.2	190.2	210.1	172.7	13.0	6.0	523	488
38	—	☑	Ally Gargano/MCA Advertising	New York	35.7	41.8	35.7	41.8	296.1	330.0	296.1	330.0	13.9	17.8	274	274
39	33		Geers Gross Advertising	New York	35.0	38.1	23.0	24.0	240.0	257.0	170.0	170.0	20.0	12.0	258	167
40	39		Admarketing	Los Angeles	33.0	30.5	33.0	30.5	184.0	170.5	184.0	170.5	—	1.5	133	133
41	41		Jordan, Manning, Case, Taylor & McGrath	New York	32.7	29.4	32.7	29.4	240.0	210.0	240.0	210.0	32.0	28.0	285	285
42	46	☑	Doremus Porter Novelli♡	New York	32.5	26.5	31.7	26.3	240.8	174.7	234.6	173.2	69.6	47.5	378	373
43	40	☑	McCaffrey & McCall☐	New York	31.0	29.7	31.0	29.7	203.7	198.0	203.7	198.0	—	—	—	—
44	44	☑	Lord, Geller, Federico, Einstein	New York	29.4	26.8	29.4	26.8	212.2	185.7	212.2	185.7	26.7	20.3	314	314
45	42		Tatham-Laird & Kudner	Chicago	28.5	28.2	28.5	28.2	238.5	235.0	238.5	235.0	66.8	70.2	345	345
46	47	☑	Sudler & Hennessey○	New York	25.5	23.0	18.6	18.2	170.0	153.4	124.0	121.4	—	—	272	192
47	55	☑	Medicus Intercon International☆	New York	24.6	22.1	9.6	8.0	182.9	159.5	82.4	65.0	56.2	48.8	397	127
48	49	☑	Bloom Cos.	Dallas	24.4	21.7	24.4	21.7	189.0	170.0	189.0	170.0	—	—	304	304
49	52	☑	Rumrill-Hoyt☐	New York	23.9	21.1	23.9	21.1	163.9	149.5	163.9	149.5	—	—	—	—
50	58	☑	Direct Marketing Group	New York	23.7	17.6	23.7	17.6	138.7	101.6	138.7	101.6	—	—	625	618
51	54		Ammirati & Puris	New York	22.5	19.5	22.5	19.5	150.0	130.0	150.0	130.0	—	—	230	230
52	—		Della Femina, Travisano & Partners	New York	22.5	20.6	22.5	20.6	150.0	137.0	150.0	137.0	—	—	—	—
53	57		Evans Communications	Salt Lake City	21.8	18.3	21.8	18.3	145.0	122.0	145.0	122.0	40.0	37.0	345	345
54	51	☑	Dailey & Associates	Los Angeles	21.1	20.1	21.1	20.1	140.6	140.9	140.6	140.9	—	—	—	—
55	53		Warwick Advertising	New York	20.7	21.0	20.7	21.0	138.0	140.0	138.0	140.0	33.4	40.0	190	190
56	48	☑	Keller-Crescent Co.	Evansville, Ind.	20.3	22.0	20.3	22.0	108.9	117.5	108.9	117.5	53.0	55.7	560	560
57	56		Rosenfeld, Sirowitz & Humphrey	New York	19.7	18.4	19.7	18.4	149.6	139.0	149.6	139.0	30.5	28.6	141	141
58	72		Levine, Huntley, Schmidt & Beaver	New York	18.8	13.1	18.8	13.1	125.2	87.4	125.2	87.4	27.6	17.7	208	208
59	67	☑	Telephone Marketing Programs	New York	18.8	15.4	17.7	15.0	126.1	103.3	118.0	99.7	—	—	658	586
60	59		Griffin Bacal	New York	18.5	17.6	18.5	17.6	142.3	117.0	142.3	117.0	—	—	175	175
61	—	☑	Ingalls, Quinn & Johnson*♡	Boston	17.6	7.4	17.6	7.4	117.4	49.3	117.4	49.3	14.3	6.0	273	273
62	62		Davis, Johnson, Mogul & Colombatto	Los Angeles	17.3	17.3	17.3	17.3	130.3	122.9	130.3	122.9	15.2	8.1	240	240
63	73	☑	Fahlgren & Swink	Parkersburg	17.1	12.9	17.1	12.9	113.9	84.6	113.9	84.6	58.4	47.7	304	304
64	69		Earle Palmer Brown Cos.	Bethesda, Md.	17.1	14.3	17.1	14.3	142.1	103.6	142.1	103.6	55.9	—	285	285
65	63	☑	AC&R Advertising☽	New York	17.0	16.3	16.6	15.8	115.0	110.0	112.1	106.4	2.7	0.8	225	225
66	147	☑	MARCOA DR Group♡	New York	16.0	15.0	16.0	15.0	110.0	101.0	110.0	101.0	—	—	173	173
67	—		Geer, DuBois	New York	15.8	15.8	15.8	15.8	105.0	105.0	105.0	105.0	—	—	—	—
68	66	☑	William Douglas McAdams Inc.	New York	15.6	15.4	15.6	15.4	103.7	102.3	103.7	102.3	42.7	36.2	165	165
69	76		McKinney & Silver	Raleigh, N.C.	15.5	12.5	15.5	12.5	103.2	83.1	103.2	83.1	—	—	126	126
70	61	☑	Cole & Weber	Seattle	15.4	17.0	13.4	15.5	106.0	121.6	90.5	110.5	35.6	38.5	252	204
71	68		Nationwide Advertising	Cleveland	15.3	15.0	15.3	15.0	102.0	100.0	102.0	100.0	—	—	—	—
72	—	☑	Rubin Postaer & Associates	Los Angeles	15.1	14.5	15.1	14.5	109.0	99.0	109.0	99.0	0.6	2.1	156	156
73	—		Hal Riney & Partners	San Francisco	15.0	0.0	15.0	0.0	130.0	0.0	130.0	0.0	—	—	—	—
74	81	☑	Kallir, Philips, Ross⌂	New York	13.9	11.6	12.3	11.4	124.2	112.9	113.0	111.8	81.7	76.2	190	155
75	127	☑	Martin Agency△	Richmond, Va.	13.5	7.8	13.5	7.8	90.3	52.1	90.3	52.1	—	—	131	131
76	83		Meldrum & Fewsmith	Cleveland	13.5	11.4	12.4	10.3	90.0	76.3	82.8	69.0	—	—	149	149
77	74	☑	Eisaman, Johns & Laws	Los Angeles	13.4	12.8	13.4	12.8	89.3	85.1	89.3	85.1	4.6	4.1	158	158
78	84	☑	Kornhauser & Calene	New York	13.2	11.2	13.2	11.2	122.0	111.0	122.0	111.0	3.0	3.0	125	125
79	71	☑	Stone & Adler○	Chicago	13.0	13.4	12.1	12.1	104.1	109.7	96.9	99.8	75.4	77.6	158	141
80	143	☑	Weightman Group	Philadelphia	13.0	11.6	13.0	11.6	86.0	80.1	86.0	80.1	—	—	220	220
81	85	☑	Diener/Hauser/Bates Co.☽	New York	12.9	11.2	12.9	11.2	131.9	112.9	131.9	112.9	—	—	185	185
82	78		Hicks & Greist	New York	12.4	12.3	12.4	12.3	96.2	94.0	96.2	94.0	3.9	3.8	128	128
83	92	☑	Towne, Silverstein, Rotter	New York	12.2	10.5	12.2	10.5	81.5	70.0	81.5	70.0	—	—	56	56
84	86		Richards Group	Dallas	12.2	10.9	12.2	10.9	82.4	72.3	82.4	72.3	57.4	52.6	157	157
85	90	☑	Wyse Advertising	Cleveland	12.1	10.6	12.1	10.6	87.5	87.4	87.5	87.4	25.2	28.8	173	173
86	89	☑	Tucker Wayne & Co.	Atlanta	12.1	10.6	12.1	10.6	82.3	71.6	82.3	71.6	12.9	10.2	124	124
87	80		Henderson Advertising	Greenville, S.C.	12.0	11.7	12.0	11.7	80.1	78.3	80.1	78.3	9.0	8.0	120	120
88	93	☑	Kobs & Brady Advertising☽	Chicago	12.0	10.2	12.0	10.2	81.0	70.3	81.0	70.3	59.9	55.3	141	141
89	79	☑	Fallon McElligott△	Minneapolis	11.2	10.4	11.2	10.4	93.3	81.2	93.3	81.2	46.6	—	108	108
90	—		Mojo MDA-Allen & Dorward	San Francisco	11.2	9.5	11.2	9.5	75.2	65.9	75.2	65.9	—	—	122	122
91	91	☑	Sawdon & Bess Advertising☽	New York	11.1	10.5	11.1	10.5	74.3	70.3	74.3	70.3	2.7	2.7	—	—
92	105		Kenrick Advertising	St. Louis	10.8	9.2	10.8	9.2	52.0	49.8	52.0	49.8	21.8	23.2	178	178
93	94	☑	Creswell, Munsell, Fultz & Zirbel○	Cedar Rapids	10.8	10.1	10.8	10.1	71.9	67.5	71.9	67.5	—	—	174	174
94	98		GSDM	Austin, Texas	10.5	9.5	10.5	9.5	85.1	76.2	85.1	76.2	—	—	135	135
95	102		Beber Silverstein & Partners	Miami	10.5	9.4	10.5	9.4	70.0	62.0	70.0	62.0	4.8	6.0	120	120
96	95		Al Paul Lefton Co.	New York	10.5	9.8	10.3	9.6	70.0	65.0	68.8	64.0	—	—	185	185
97	107	☑	Cochrane Chase Livingston☐	Newport Beach	10.4	8.9	10.4	8.9	78.5	69.5	78.5	69.5	—	—	—	—
98	—		Venet Advertising	New York	10.4	9.5	10.4	9.5	69.1	63.0	69.1	63.0	—	16.4	203	203
99	—		Avrett, Free & Ginsberg	New York	10.3	10.7	10.3	10.7	86.0	89.0	86.0	89.0	15.5	7.7	54	54
100	109		Cramer-Krasselt Co.	Milwaukee	10.3	8.7	10.3	8.7	70.4	59.1	70.4	59.1	9.9	6.8	139	139

NOTE: Dollars in millions. ☑ Indicates that agency received signature of independent accountant verifying gross income figures supplied to AA.

* 1985 figures are for Quinn & Johnson/BBDO only

Second 100 agencies by gross income

Rank				Gross income		Billings		Capitalized fees		Total employees	
1986	☑	Agency	Headquarters	1986	1985	1986	1985	1986	1985	1986	1985
101		Group 3hree Advertising	Pompano Beach, Fla.	$10,200.0	$11,531.0	$34,000.0	$38,350.0	—	—	43	36
102	☑	Liggett-Stashower	Cleveland	10,100.0	9,600.0	65,100.0	61,854.0	33,904.0	—	140	135
103	☑	Altschiller Reitzfeld	New York	10,095.0	8,805.0	67,300.0	58,700.0	12,000.0	10,700.0	70	60
104		Harold Cabot & Co.	Boston	10,048.8	8,840.3	67,982.6	62,300.0	13,082.3	10,583.0	125	107
105		Calvillo, Shevack & Partners	New York	10,000.0	6,886.0	67,000.0	52,000.0	—	—	85	85
106	☑	Brouillard Communications♤	New York	9,990.8	10,687.8	66,638.4	71,287.9	—	—	96	107
107	☑	Valentine-Radford	Kansas City,	9,947.5	8,519.0	70,792.8	59,659.1	30,665.7	24,360.2	152	145
108	☑	Group 243	Ann Arbor, Mich.	9,908.9	6,761.1	50,900.0	47,200.0	4,769.1	4,202.1	175	164
109	☑	Krupp/TaylorUSA	Los Angeles	9,720.0	7,561.0	64,810.0	50,404.0	18,236.0	2,000.0	321	312
110	☑	Lally, McFarland & Pantello	New York	9,685.8	8,930.2	43,260.9	34,535.6	39,496.6	30,121.4	70	50
111	☑	Burton-Campbell	Atlanta	9,610.5	7,910.9	68,205.1	57,389.8	19,703.4	11,718.3	110	137
112	☑	Carmichael-Lynch	Minneapolis	9,525.0	8,031.0	63,516.0	53,551.0	32,463.0	27,134.0	165	130
113	☑	DBG&H Unlimited	Dallas	9,495.0	9,729.0	63,800.0	64,860.0	—	—	125	235
114	☑	Keye/Donna/Pearlstein	Los Angeles	9,488.9	8,184.2	63,291.2	54,588.7	4,680.4	4,208.2	103	106
115	☑	Muir Cornelius Moore	New York	9,466.1	9,487.5	63,138.6	63,281.8	—	—	125	125
116	☑	Colle & McVoy Advertising Agency	Bloomington, Mn.	9,429.0	7,942.0	57,642.8	48,678.0	10,658.3	9,202.7	167	139
117	☑	Ackerman, Hood & McQueen	Oklahoma City	9,130.1	8,042.1	63,267.5	55,420.6	30,261.0	25,116.1	154	154
118	☑	Direct Marketing Agency▼	Stamford, Ct.	9,128.2	9,610.5	60,361.0	63,398.5	57,404.0	59,363.0	98	100
119	☑	Miller Advertising	New York	9,100.0	8,000.0	59,200.0	48,700.0	6,000.0	5,000.0	150	120
120	☑	Lois Pitts Gershon Pon/GGK	New York	8,950.0	7,950.0	75,000.0	63,000.0	8,500.0	8,671.0	90	90
121	☑	Lavey/Wolff/Swift♡	New York	8,949.7	8,540.0	59,695.0	56,962.0	59,695.0	56,962.0	112	110
122	☑	Rolf Werner Rosenthal♤	New York	8,760.5	8,415.0	58,450.0	56,000.0	38,350.0	37,850.0	84	104
123	☑	Thomas G. Ferguson Associates	Parsippany, N.J.	8,704.0	5,345.0	61,789.0	44,780.5	50,904.1	34,937.5	70	68
124		Richard & Edwards	New York	8,700.0	9,200.0	58,000.0	61,000.0	—	—	29	27
125	☑	Klemtner Advertising☐	New York	8,600.0	6,700.0	60,000.0	47,000.0	46,150.0	39,050.0	102	85
126	☑	Blau, Barry & Partners	Fairfield, Ct.	8,455.0	6,365.6	60,010.0	44,451.0	31,956.0	25,624.0	102	87
127	☑	Albert Frank-Guenther Law◇	New York	8,387.0	7,717.0	55,941.0	51,472.0	5,096.0	6,543.0	79	80
128	☑	William Cook Advertising	Jacksonville, Fla.	8,269.2	6,814.7	56,484.6	46,206.7	—	—	143	127
129	☑	Keyes Martin Gaby Linett	Springfield, N.J.	8,215.0	7,350.0	53,000.0	45,900.0	32,500.0	30,000.0	100	100
130		Faller, Klenk & Quinlan	Buffalo, N.Y.	8,036.0	8,027.5	53,617.4	51,456.5	17,162.4	12,435.1	127	175
131		Phillips-Ramsey	San Diego	7,980.0	7,668.0	58,851.0	50,590.6	24,458.0	25,529.0	124	115
132		Burrell Advertising	Chicago	7,941.3	7,890.8	52,942.0	52,605.0	32,889.3	33,201.6	105	118
133		Asher/Gould Advertising	Los Angeles	7,856.0	5,543.0	51,000.0	36,000.0	—	—	68	45
134		Richardson, Myers & Donofrio	Baltimore	7,826.4	8,295.0	56,942.0	53,500.0	7,923.0	7,050.0	97	115
135	☑	Lawler Ballard Advertising	Norfolk, Va.	7,710.0	7,503.0	51,425.0	50,045.0	—	—	142	143
136	☑	Long, Haymes & Carr	Winston-Salem, N.C.	7,691.8	6,311.6	51,300.0	42,600.0	15,670.0	8,875.0	130	120
137		M.E.D. Communications	Woodbridge, N.J.	7,690.0	6,300.0	67,900.0	54,821.0	51,300.0	42,020.0	97	93
138		Bernstein-Rein Advertising	Kansas City	7,602.0	5,625.0	70,066.0	52,911.0	3,095.0	2,927.0	120	112
139	☑	Vicom/FCB◇	San Francisco	7,425.0	5,350.0	51,797.0	50,327.0	37,217.0	35,684.0	92	65
140	☑	Lauerer Markin Gibbs	Maumee, Ohio	7,235.9	6,307.4	23,055.5	16,760.1	18,611.1	13,181.7	72	64
141		Epsilon	Burlington, Mass.	7,200.0	5,930.0	47,739.0	35,772.0	18,956.0	14,314.0	730	730
142		Luckie & Forney	Birmingham, Ala.	7,200.0	7,400.0	46,909.4	47,961.2	11,642.4	9,979.9	100	98
143	☑	Noble Communications Co.	Springfield, Mo.	7,104.1	5,249.4	50,000.5	36,498.7	20,857.5	18,851.7	151	115
144	☑	Hesselbart & Mitten Cos.	Fairlawn, Ohio	7,036.5	6,335.9	48,608.7	44,250.9	39,639.4	36,090.0	96	90
145	☑	Bader Rutter & Associates	Brookfield, Wis.	7,022.9	6,524.6	46,819.4	43,503.9	14,036.3	13,221.9	109	101
146		Robert A. Becker Inc.	New York	7,000.0	7,000.0	47,000.0	47,100.0	37,400.0	40,000.0	80	84
147	☑	Elkman Advertising	Bala Cynwyd, Pa.	6,940.0	5,965.3	46,289.0	36,509.0	26,013.0	18,009.0	117	110
148	☑	Muller Jordan Weiss	New York	6,900.0	6,750.0	46,700.0	45,100.0	7,100.0	7,400.0	106	107
149		Omni Marketing	Oakbrook Terrace, Ill.	6,900.0	4,500.0	46,000.0	30,000.0	—	—	92	35
150		Spiro & Associates	Philadelphia	6,858.0	6,470.0	55,278.0	52,516.0	30,216.0	30,186.0	116	104
151		Ruhr/Paragon	Minneapolis	6,656.0	6,341.0	54,800.0	46,977.1	24,500.0	21,184.5	100	90
152	☑	Ephron, Raboy, Tsao & Kurnit Advertising	New York	6,590.4	6,429.6	43,936.2	42,864.0	703.0	741.0	56	59
153		Martin-Williams	Minneapolis	6,550.0	6,125.0	65,000.0	54,666.0	34,514.0	30,755.0	93	84
154	☑	Levy, King & White Cos.	Buffalo, N.Y	6,420.0	4,100.0	46,800.0	29,501.0	19,596.0	8,671.0	135	120
155	☑	Edwin Bird Wilson	New York	6,394.3	5,231.8	45,778.8	40,138.8	20,274.6	13,722.2	81	80
156		Eric Mower & Associates	Syracuse, N.Y.	6,351.7	6,702.1	42,344.4	35,615.6	16,584.0	16,181.0	102	117
157		Smith/Greenland	New York	6,317.0	6,200.0	41,290.0	41,800.0	6,476.6	6,736.7	98	100
158	☑	MacNamara Clapp & Klein	New York	6,261.0	4,055.0	41,760.9	27,046.9	41,760.9	27,046.9	42	27
159	☑	QLM Associates	Princeton, N.J.	6,217.2	1,551.6	41,468.5	22,945.6	40,781.3	22,493.7	59	31
160	☑	Mintz & Hoke	Avon, Conn.	6,150.0	4,436.0	41,000.0	29,588.0	39,967.0	28,514.0	110	90
161	☑	Margeotes Fertitta & Weiss	New York	6,125.0	4,712.0	38,633.0	27,488.0	7,003.0	5,449.0	55	48
162		Bentley, Barnes & Lynn	Chicago	6,109.2	5,449.4	40,727.9	36,329.2	1,954.2	2,421.0	126	110
163		Goodwin, Dannenbaum, Littman & Wingfield	Houston	6,100.0	5,400.0	42,000.0	38,000.0	15,341.0	12,730.0	70	70
164	☑	David Deutsch Associates	New York	6,067.6	5,848.6	40,451.8	38,992.0	2,936.8	2,803.0	66	61
165	☑	Craig Kresser/D.I.K.	Los Angeles	6,000.0	2,925.0	40,000.0	19,500.0	1,300.0	1,300.0	70	55
166		William R. Biggs/Gilmore Associate	Kalamazoo, Mich.	5,996.0	5,055.0	60,292.0	52,950.0	33,377.0	28,167.0	103	103
167		Dugan/Farley Communications	Upper Saddle River, N.J.	5,976.2	5,238.2	39,222.4	34,292.0	29,620.1	25,756.6	48	40
168		Slater Hanft Martin	New York	5,940.0	5,847.0	40,439.0	38,981.0	2,976.8	2,744.5	50	56
169	☑	North Castle Partners	Greenwich, Ct.	5,925.0	6,850.0	40,653.0	43,602.0	16,430.0	16,852.0	40	45
170	☑	Sacks & Rosen Advertising	New York	5,870.0	5,470.0	33,400.0	31,000.0	10,040.0	—	49	48
171		Arnold & Co.	Boston	5,841.2	7,279.4	33,530.3	58,455.7	5,997.2	10,858.4	128	130
172		Miller Meester Advertising	Minneapolis	5,730.0	5,120.0	38,200.0	34,100.0	—	—	80	72
173	☑	Lord, Sullivan & Yoder	Columbus, Ohio	5,676.1	5,107.3	41,084.1	36,476.5	20,528.1	19,358.4	78	103
174	☑	MARC & Co.	Pittsburgh	5,550.0	4,600.0	37,000.0	30,800.0	16,000.0	9,300.0	93	80
175	☑	Frank J. Corbett Inc.♡	Chicago	5,508.0	4,957.0	36,738.4	33,063.2	36,738.4	33,063.2	60	55
176		Austin Kelley Advertising	Altanta	5,500.0	5,100.0	36,500.0	34,000.0	—	—	83	75
177	☑	Grant/Jacoby	Chicago	5,450.0	5,200.0	55,500.0	50,200.0	26,000.0	27,787.0	96	90
178	☑	Yellow Pages Marketing Services	Mequon, Wis.	5,318.0	4,767.0	35,471.1	31,818.0	—	—	104	84
179		Frankenberry, Laughlin & Constable	Milwaukee	5,220.0	5,025.0	34,800.0	33,500.0	—	—	62	60
180	☑	Smith Burke & Azzam	Baltimore	5,194.4	4,700.0	40,300.0	37,100.0	18,806.1	18,420.0	53	51
181	☑	Malone Advertising	Akron, Ohio	5,155.0	4,625.0	66,254.0	62,718.0	34,384.0	30,848.0	94	85
182		Doyle Graf Mabley	New York	5,136.6	4,747.3	34,245.4	31,650.0	3,260.3	3,121.5	71	68
183		Mullen Advertising & PR	Prides Crossing, Mass.	5,125.8	3,015.2	34,171.7	20,101.0	6,834.7	4,800.0	58	40
184	☑	Gross Townsend Frank Hoffman■	New York	5,102.2	4,203.3	34,031.2	28,036.0	34,031.2	28,036.0	65	—
185		Henry J. Kaufman & Associates	Washishington	5,100	—	34,000.0	—	—	—	72	60
186		Robinson, Yesawich & Pepperdine	Orlando, Fla.	5,100.0	—	30,804.2	—	5,934.7	—	60	51
187	☑	Ericson, Eric & Associates	Nashville, Tn.	5,081.0	4,372.0	35,952.6	31,179.9	16,617.4	14,425.2	94	95
188	☑	Eisner & Associates	Baltimore	5,069.1	4,314.0	37,718.0	30,097.9	11,795.9	8,397.1	80	74
189	☑	Stern/Monroe Advertising	Dallas	4,965.0	4,710.0	33,100.0	31,400.0	—	—	51	44
190	☑	Fairfax Advertising☐	New York	4,925.0	3,633.0	33,850.0	34,153.0	—	—	—	—
191	☑	Caraway Kemp Communications	Jacksonville, Fla.	4,900.0	4,200.0	32,800.0	28,300.0	—	—	70	65
192		Barnum Communications	New York	4,852.0	6,761.0	40,450.1	45,072.0	25,846.0	22,085.0	60	60
193		Newmark, Posner & Mitchell	New York	4,800.0	4,000.0	31,388.6	26,120.2	613.6	320.2	58	51
194		Stone & Simons Advertising	Southfield, Mich.	4,738.7	4,036.5	29,678.7	24,390.0	5,400.9	4,390.7	62	54
195	☑	Fisher Jackson Levy Flaxman	New York	4,726.4	4,507.1	31,511.1	30,048.3	4,145.4	2,280.9	54	37
196	☑	Serino, Coyne & Nappi	New York	4,628.4	3,719.7	24,987.0	21,989.0	—	—	42	37
197	☑	Cargill Wilson & Acree⌂	Atlanta	4,580.0	4,494.0	30,549.0	29,975.0	17,263.0	14,975.0	77	81
198		Jordan/Tamraz/Caruso Adv.	Chicago	4,530.0	4,300.0	30,200.0	28,680.0	2,942.0	2,600.0	69	66
199	☑	Mendoza, Dillon & Asociados	Newport Beach, Calif.	4,521.0	4,031.0	29,308.3	26,027.9	14,235.1	12,978.6	37	30
200		Levenson, Levenson & Hill	Irving, Texas	4,451.8	3,534.8	38,190.9	29,418.6	11,813.8	10,778.3	69	58

NOTE: Dollars in thousands. ☑ Indicates that agency received signature of independent accountant verifying gross income figures supplied to AA.

Third 100 agencies by gross income

Rank				Gross income		Billings		Capitalized fees		Total employees	
1986	☑	Agency	Headquarters	1986	1985	1986	1985	1986	1985	1986	1985
201	☑	BHN Advertising & PR	St. Louis	4,441.6	4,808.8	31,871.9	34,377.6	14,786.1	14,279.7	94	110
202	☑	Jayme Organization	Cleveland	4,408.0	3,420.0	34,095.6	27,283.1	29,087.9	22,584.6	90	75
203	☑	Tycer Fultz Bellack, Ltd.	Palo Alto, Calif.	4,394.1	3,699.2	37,874.4	31,614.6	29,308.5	24,772.5	60	45
204	☑	Benito Advertising	Tampa, Fla.	4,340.0	3,580.0	27,384.0	24,930.0	18,976.0	5,980.0	92	74
205		More Communications	Minneapolis	4,300.0	—	28,700.0	—	—	—	70	—
206	☑	S.R. Leon Co.	Great Neck, N.Y.	4,200.0	3,720.0	29,108.0	25,780.0	4,008.0	3,530.0	28	25
207	☑	Juhl Agency	Elkhart, Ind.	4,132.0	3,338.0	27,122.0	23,570.0	19,049.5	15,760.0	67	83
208		Biederman & Co.	New York	4,100.0	3,997.0	35,500.0	29,036.9	9,100.0	4,478.9	50	40
209	☑	Daniel Glassman Advertising	Fairfield, N.J.	4,100.0	4,049.7	27,750.0	27,133.6	27,000.0	26,908.6	100	75
210		MSSM Advertising	New York	4,100.0	3,900.0	27,500.0	26,000.0	—	—	37	31
211		Shaker Advertising Agency	Oak Park, Ill.	4,100.0	3,300.0	27,000.0	22,000.0	—	—	60	57
212	☑	VanSant, Dugdale & Co.	Baltimore	4,083.7	4,559.5	27,224.8	30,396.3	3,020.4	3,551.2	64	69
213	☑	Leslie Advertising	Greenville, S.C.	4,081.2	4,176.3	28,062.6	28,266.1	8,151.9	8,122.3	72	80
214	☑	Abelson-Taylor	Chicago	4,047.9	2,588.5	33,637.9	21,917.4	26,999.5	17,265.1	53	42
215		McKinney Inc.	Philadelphia	4,046.0	3,977.0	26,677.0	26,389.0	18,556.0	18,056.0	84	76
216	☑	Doe-Anderson Advertising Agency	Louisville	4,025.5	3,919.0	27,285.1	26,452.9	10,892.3	10,268.8	69	78
217	☑	Warren/Kremer Advertising	New York	4,020.7	3,374.3	—	—	—	—	56	51
218	☑	Lyons, Inc.	Wilmington, Del.	3,945.6	2,873.5	23,484.3	18,370.0	16,997.8	12,392.0	75	67
219		Isidore & Paulson	New York	3,905.4	2,307.5	28,006.0	24,036.5	7,704.9	6,231.2	27	21
220	☑	Elgin/Syferd	Seattle	3,896.6	3,060.3	28,228.1	21,753.2	11,707.9	7,592.9	66	51
221	☑	MRI Advertising	Bala Cynwyd, Pa.	3,800.0	4,250.0	25,524.5	28,500.0	9,004.5	10,000.0	59	70
222		McCaffery & Ratner	New York	3,755.0	3,540.0	25,036.3	23,400.0	5,836.3	5,002.5	36	36
223	☑	Anderson Communications Cos.	Dallas	3,736.5	3,128.3	25,737.9	21,670.2	19,065.9	13,380.9	68	67
224	☑	Gray & Rogers	Philadelphia	3,705.0	3,670.0	26,450.0	26,050.0	8,894.0	8,702.0	73	72
225	☑	Blair/BBDO♡	Rochester, N.Y.	3,696.7	3,277.3	24,644.5	21,849.0	9,976.4	9,883.2	38	47
226	☑	Butner, Lawrence Advertising	New York	3,645.2	3,015.8	24,301.3	20,115.0	2,661.3	2,201.1	36	30
227	☑	Marketing Support	Chicago	3,639.4	3,383.2	33,525.5	30,397.9	26,093.6	25,194.3	50	50
228	☑	Kerker & Associates	Minneapolis	3,626.1	3,072.3	24,286.0	20,575.2	8,834.4	8,500.8	45	45
229		Homer & Durham Advertising, Ltd.	New York	3,612.0	2,708.0	23,499.0	20,376.4	9,785.1	12,854.0	40	40
230	☑	Stern Walter/Earle Ludgin	Chicago	3,606.6	3,834.9	25,711.6	30,709.1	10,617.2	30,709.1	58	66
231	☑	Rizzo Simons Cohn	Boston	3,572.7	3,316.3	23,826.3	22,115.6	16,032.1	13,903.3	41	40
232	☑	Frank C. Nahser Advertising	Chicago	3,495.3	3,117.9	22,988.0	20,492.4	7,217.3	8,437.7	41	41
233	☑	McKone & Co.	Irving, Texas	3,439.0	2,542.7	26,377.0	19,502.8	22,938.0	16,960.1	45	52
234	☑	Franklin Spier Inc.♡	New York	3,431.0	3,030.0	22,885.0	20,210.0	4,247.0	4,549.0	46	41
235	☑	Price McNabb Advertising Agency	Asheville, N.C.	3,383.0	3,502.1	25,567.7	26,763.4	11,080.9	9,979.0	74	81
236		Winius-Brandon Advertising	Bellaire, Texas	3,336.9	2,421.4	31,596.2	24,496.9	10,096.7	10,652.3	42	52
237		Jack Levy & Associates	Chicago	3,312.8	4,284.6	22,085.3	28,564.0	6,301.7	10,971.2	48	66
238	☑	Korey, Kay & Partners	New York	3,306.0	2,675.1	25,604.2	17,554.4	8,248.6	8,110.4	41	28
239	☑	Haddon Advertising	Chicago	3,300.0	3,200.0	28,044.0	27,077.0	21,344.0	20,677.0	50	50
240	☑	Leonard Monahan Saabye	Providence, R.I.	3,272.0	2,850.0	21,824.0	19,000.0	17,560.0	11,972.0	54	48
241		Messner, Vetere, Berger, Carey	New York	3,200.0	—	22,000.0	—	—	—	—	—
242	☑	Paolin & Sweeney	Cherry Hill, N.J.	3,200.0	2,500.0	16,300.0	11,200.0	11,800.0	7,600.0	—	—
243	☑	Devon Direct Marketing & Advertising	Malvern, Pa.	3,190.1	876.9	21,278.2	5,849.2	21,278.2	5,849.2	30	8
244	☑	Zechman & Associates	Chicago	3,102.5	2,429.1	19,812.5	16,621.2	—	—	30	27
245	☑	Wolkcas Advertising	Albany, N.Y.	3,100.6	2,536.0	5,435.1	3,976.7	2,334.5	1,440.7	17	14
246		Gilbert, Whitney & Johns	Whippany, N.J.	3,100.0	2,950.0	20,700.0	19,675.0	—	—	40	42
247		Merling Marx & Seidman	New York	3,100.0	2,900.0	18,000.0	16,000.0	—	—	55	48
248		Marketing Resources	Lenexa, Kan.	3,076.9	1,650.0	20,523.0	11,000.0	11,193.0	5,669.5	75	63
249		Harland & Tine & White	Hartford, Ct.	3,066.6	2,966.4	23,417.7	20,252.4	14,657.9	12,563.1	33	41
250		Starmark	Chicago	3,025.7	2,750.3	17,442.2	16,407.6	10,196.8	9,600.1	39	30
251		Miller-Reid	Chattanooga, Tn.	3,025.0	2,991.0	34,036.0	33,011.0	3,095.0	2,855.0	—	—
252	☑	Marcus Advertising	Cleveland	3,024.0	2,857.1	24,507.5	20,020.0	3,545.7	4,648.3	42	40
253		Cosmopulos, Crowley & Daly	Boston	3,000.0	2,700.0	20,000.0	18,000.0	—	—	40	35
254		Cranford Johnson Robinson Associate	Little Rock, Ark.	2,998.5	2,972.8	20,000.0	19,828.9	14,535.4	13,185.0	63	53
255	☑	Warner, Bicking & Fenwick	New York	2,997.8	2,845.9	19,991.0	18,640.0	10,905.5	10,828.1	26	26
256	☑	Siddall, Matus & Coughter	Richmond, Va.	2,985.0	2,710.6	15,585.2	15,221.3	4,466.7	3,438.2	51	43
257		Marquardt & Roche	Stamford, Ct.	2,976.7	2,431.3	20,087.5	17,760.9	15,585.9	12,696.6	45	45
258	☑	Lempert Co.	Belleville, N.J.	2,935.0	2,100.0	20,669.4	16,500.0	5,369.4	3,200.0	35	34
259	☑	Simons Michelson Zieve	Troy, Mich.	2,925.0	3,300.0	19,500.0	18,450.0	5,961.4	4,566.2	56	50
260		Kolon, Bittker & Desmond	Troy, Mich.	2,900.0	2,500.0	23,000.0	17,035.0	8,000.0	335.0	50	45
261		Van Brunt & Co.	New York	2,900.0	3,020.0	27,036.8	27,643.0	3,936.8	7,003.5	40	38
262		Karsh & Hagan	Englewood, Colo.	2,892.7	2,412.6	24,382.8	20,022.8	11,582.8	10,984.3	52	50
263	☑	Saunders, Lubinski & White	Dallas	2,859.7	2,319.9	21,208.1	16,478.3	13,544.6	10,361.3	49	44
264		Firestone & Associates	New York	2,843.7	2,785.3	18,958.0	18,545.4	5,959.0	5,830.9	27	28
265		Stone, August & Co.	Birmingham, Mich.	2,840.8	2,710.0	18,400.0	17,800.1	6,976.3	6,709.4	40	40
266	☑	Kert Advertising	Fort Lauderdale, Fla.	2,826.0	2,641.0	19,341.0	18,200.0	166.8	290.1	51	46
267		Reimel Carter Advertising	Philadelphia	2,824.3	2,452.3	18,500.0	16,100.0	7,144.0	5,663.0	31	24
268		Fogarty & Klein	Houston	2,793.4	2,351.7	18,571.1	16,158.1	1,749.0	2,444.6	19	16
269	☑	Keroff & Rosenberg Advertising	Chicago	2,775.6	2,245.0	18,504.0	14,973.9	6,620.8	5,897.5	40	40
270	☑	Borders, Perrin & Norrander	Portland, Ore.	2,770.0	2,413.0	20,189.3	13,303.0	6,543.0	3,942.0	65	55
271	☑	Barnhart & Co.	Denver	2,766.0	2,683.1	19,232.4	17,896.4	11,567.7	—	41	44
272	☑	Monk Communications	Rockford, Ill.	2,753.7	1,287.4	18,852.1	8,586.3	15,505.0	7,184.7	50	30
273	☑	Ackerman Advertising Communications	Glen Head, N.Y.	2,750.0	1,900.0	19,537.3	14,036.2	7,937.3	5,636.2	36	31
274	☑	Pringle Dixon Pringle	Atlanta	2,730.0	2,675.0	19,700.0	18,500.0	4,000.0	3,500.0	48	45
275	☑	Sawyer Riley Compton	Gainsville, Ga.	2,625.0	2,832.0	17,251.1	18,558.5	11,512.2	11,185.2	30	36
276		Ensslin & Hall Advertising	Tampa, Fla.	2,592.7	2,307.9	17,293.4	15,393.4	8,705.1	7,912.4	44	50
277	☑	Gerber Advertising	Portland, Ore.	2,550.0	2,296.0	17,000.0	15,500.0	2,593.0	2,400.0	46	42
278		Alexander Marketing Services	Grand Rapids, Iowa.	2,539.0	2,700.2	16,935.0	18,010.3	16,935.0	18,010.3	38	40
279		Stogel Cos.	New York	2,530.0	2,400.0	16,245.8	15,097.4	1,775.6	1,850.0	42	40
280	☑	Emerson Lane Fortuna	Boston	2,518.0	1,827.0	20,524.0	15,123.0	10,892.0	8,798.0	46	35
281		Fredericks Kullberg Amato Pisacane	New York	2,500.0	2,235.0	21,005.0	15,167.0	1,005.0	667.0	19	18
282		Harris-Edward	Philadelphia	2,499.6	1,264.2	18,792.9	8,423.7	16,672.2	7,513.1	29	18
283		Spencer Bennett Nowak	Seekonk, Mass.	2,463.0	2,450.0	16,222.0	16,543.0	11,186.0	10,625.0	38	55
284	☑	Duffy & Shanley	Providence, R.I.	2,441.8	2,124.0	16,287.0	14,233.9	9,720.1	9,604.7	50	50
285	☑	Image Dynamics	Baltimore	2,433.0	1,855.0	16,673.3	12,374.9	13,173.3	9,517.8	30	27
286	☑	Berger, Stone & Partners	New York	2,430.0	—	16,200.0	—	—	—	22	22
287	☑	Soghigian & Macuga Advertising	Washington	2,418.0	1,582.6	16,160.0	10,058.0	1,440.7	473.6	24	22
288	☑	LSGE Advertising	Avon, Conn.	2,415.0	1,370.6	6,615.6	9,137.5	10,460.6	5,615.4	28	18
289		Yaffe & Co.	Southfield, Mich.	2,410.9	2,748.5	16,013.5	16,511.1	5,387.1	4,645.0	37	38
290	☑	Advertising Works	Honolulu	2,400.0	2,000.0	16,000.0	13,500.0	—	—	35	35
291		Pihas, Schmidt, Westerdahl Co.	Portland, Ore.	2,381.4	2,143.6	17,691.6	15,047.8	8,602.2	6,513.5	50	50
292		Mason & Madison	New Haven, Ct.	2,375.0	2,237.0	14,700.0	13,800.0	6,000.0	5,400.0	35	33
293		Dudreck DePaul Ficco & Morgan	Pittsburgh	2,372.0	2,020.0	17,500.0	15,250.0	6,355.0	6,650.0	41	43
294		Gumpertz/Bentley/Fried	Los Angeles	2,362.4	2,294.6	18,700.0	18,184.8	4,195.1	4,006.9	30	32
295	☑	Drossman Lehmann Marino	New York	2,350.0	1,765.0	22,492.0	17,332.0	4,922.0	3,769.0	25	22
296		Wodell, Jack Associates	San Francisco	2,342.0	—	15,534.5	—	3,131.0	—	28	—
297		Launey, Hachmann & Harris	New York	2,311.6	2,268.0	15,413.0	15,124.0	5,476.0	5,523.0	16	15
298	☑	Brady Co.	Menomonee Falls, Wis.	2,304.5	2,279.6	16,543.8	16,724.7	9,790.4	10,071.0	—	—
299		Stan Merritt Advertising	New York	2,290.8	2,061.7	20,552.1	18,500.0	3,489.4	—	18	—
300	☑	Baurlein, Inc.	New Orleans	2,289.5	2,211.4	15,374.4	14,575.0	6,359.3	6,605.7	43	39

NOTE: Dollars in thousands. ☑ Indicates that agency received signature of independent accountant verifying gross income figures supplied to AA.

Fourth 100 agencies by gross income

Rank				Gross income		Billings		Capitalized fees		Total employees	
1986	☑	Agency	Headquarters	1986	1985	1986	1985	1986	1985	1986	1985
301		Baron & Zaretsky Advertising	New York	$2,280.0	$1,987.5	$15,200.0	$13,250.0	—	—	23	23
302	☑	Gordon Bailey & Associates	Stone Mountain, Ga.	2,258.0	2,716.1	14,930.2	17,871.6	14,036.7	16,406.7	33	36
303	☑	Bermudez & Associates	Los Angeles	2,241.4	1,733.6	14,949.9	11,563.1	11,511.2	10,552.1	44	35
304		Stephan & Brady	Madison, Wis.	2,229.7	2,161.1	17,010.1	16,628.5	11,203.7	10,861.5	41	40
305	☑	Baker, Abbs, Cunningham & Klepinger	Birmingham, Mich.	2,215.4	1,897.3	16,548.7	14,262.0	8,904.4	7,683.5	41	37
306		John Emmerling Inc.	New York	2,201.0	2,104.0	15,277.0	14,027.0	738.0	1,071.9	18	18
307	☑	Sutton Communications	New York	2,200.0	1,700.0	18,000.0	14,000.0	13,300.0	10,000.0	35	30
308		Maris, West & Baker	Jackson, Ms.	2,194.9	1,800.8	14,640.2	12,011.6	11,428.3	9,388.5	37	32
309	☑	Jarman, Spitzer & Felix	New York	2,175.5	2,719.4	14,336.6	16,610.0	3,186.7	3,353.5	50	50
310		Waldbillig & Besteman	Madison, Wis.	2,163.3	1,922.0	15,984.0	15,118.2	10,513.5	10,301.0	38	38
311	☑	Baxter, Gurian & Mazzei⇧	Beverly Hills	2,132.0	1,900.0	14,220.0	13,300.0	5,589.0	4,669.0	29	28
312		Hallmark Advertisng	Pittsburgh	2,128.8	1,915.2	14,085.0	12,768.0	3,335.0	2,668.0	45	42
313	☑	Ehrig & Associates	Seattle	2,101.5	2,550.6	14,017.0	17,004.2	3,844.2	5,832.9	38	40
314	☑	Barker Campbell & Farley	Virginia Beach, Va.	2,100.0	1,573.4	14,000.0	10,500.0	—	—	30	30
315	☑	Pool/Sarraille	Los Angeles	2,100.0	1,600.0	13,687.0	10,524.0	1,247.0	760.0	23	20
316	☑	Penny/Ohlmann/Neiman	Dayton, Ohio	2,076.6	1,909.5	16,085.8	14,858.9	10,122.7	9,448.4	48	46
317		Gerbig, Snell, Weisheimer & Associates	Dublin, Ohio	2,065.9	1,807.2	13,914.3	11,851.9	8,997.5	8,025.6	35	27
318	☑	Ted Chin & Co.	New York	2,050.0	2,100.0	13,578.0	13,570.0	6,650.0	6,637.0	17	21
319		Knudsen More Schropfer	Stamford, Ct.	2,050.0	2,050.0	14,800.0	14,800.0	2,200.0	2,200.0	30	35
320	☑	Sullivan Higdon & Sink	Wichita, Kan.	2,036.6	2,398.0	17,416.8	18,992.1	10,784.3	12,814.5	38	48
321	☑	S.J. Weinstein Associates	New York	2,022.0	1,991.0	14,532.0	14,264.0	13,487.0	13,280.0	—	—
322		Badalamenti Adv. Agency, Ltd.	Ann Arbor, Mich.	2,000.0	1,500.0	13,300.0	10,000.0	—	—	20	20
323	☑	Posey Quest Genova	Greenwich, Ct.	2,000.0	2,500.0	21,000.0	21,700.0	12,000.0	14,200.0	24	28
324	☑	Schenkein & Associates	Englewood, Colo.	1,999.0	1,802.0	13,214.0	12,195.0	12,526.0	11,206.0	30	33
325	☑	Davidoff & Partners	Fairfield, Ct.	1,996.6	1,507.0	11,477.2	8,867.4	4,028.0	2,338.6	36	32
326	☑	Sharp Hartwig	Seattle	1,995.7	1,895.6	13,311.3	13,347.2	5,220.2	4,137.3	44	35
327	☑	Fern/Hanaway	Providence, R.I.	1,975.0	1,892.4	13,173.3	12,622.3	2,976.3	2,852.8	38	38
328		Stiegler Wells & Brunswick	Bethlehem, Pa.	1,962.0	1,880.0	13,099.3	9,646.9	8,937.2	6,858.8	36	36
329	☑	Gregory Inc.	Cleveland	1,925.1	2,729.7	12,670.7	20,160.6	5,968.5	11,449.2	34	57
330	☑	Lipman Advertising Co.	New York	1,924.5	1,347.9	14,324.0	10,187.8	4,763.2	4,759.4	37	21
331	☑	Townsend Agency Ltd.	Arlington Heights, Ill.	1,922.4	1,046.4	10,548.1	6,450.5	8,614.7	5,815.5	23	18
332		Wardrop, Murtaugh, Temple & Frank	Chicago	1,921.0	2,266.0	11,300.0	13,400.0	100.0	1,400.0	20	20
333	☑	Detrow & Underwood	Ashland, Ohio	1,909.6	1,956.8	4,875.8	5,017.9	3,489.3	3,600.9	16	17
334	☑	Bonneville Media Communications	Salt Lake City	1,900.0	0.0	11,200.0	0.0	—	—	100	90
335	☑	Scharfberg & Associates, Ltd. Adv.	Jenkintown, Pa.	1,900.0	1,750.0	12,447.9	11,527.7	2,367.9	1,967.7	30	25
336	☑	Lieberman-Appalucci	Allentown, Pa.	1,897.6	1,649.2	13,215.6	11,673.7	8,002.3	6,565.7	36	33
337		Cronin & Co.	Glastonbury, Ct.	1,880.0	1,700.0	12,100.3	11,000.0	7,270.3	5,736.0	38	37
338	☑	Zylke & Associates	Northbrook, Ill.	1,879.4	1,640.3	12,902.9	11,732.3	8,553.3	6,721.1	27	27
339		Buckheim & Roland	Detroit	1,875.0	1,800.0	12,500.0	12,000.0	—	—	—	—
340	☑	Berenson, Isham & Partners	Boston	1,862.5	1,878.9	13,839.2	11,804.1	9,319.8	7,950.1	17	17
341	☑	Simms & McIvor	Bound Brook, N.J.	1,854.0	1,767.0	12,869.1	12,187.0	9,998.0	9,438.0	36	36
342		E.H. Brown Advertising	Chicago	1,843.2	1,553.0	12,288.2	10,353.1	—	—	28	21
343	☑	Patchen Brownfield Inc.	Phoenix	1,836.4	956.0	11,325.4	8,816.0	614.1	1,053.9	35	26
344	☑	Hickman & Associates	Indianapolis	1,827.3	1,388.5	5,080.2	4,543.6	3,826.7	3,743.2	20	16
345	☑	Decker Guertin Cheyne	Hartford, Ct.	1,796.1	1,502.3	13,070.6	10,986.2	10,369.6	8,373.4	34	28
346	☑	Hughes Advertising	St. Louis	1,784.5	1,722.4	14,500.1	14,028.9	7,903.9	7,735.6	33	34
347	☑	Franznick & Cusatis Advertising	New York	1,768.0	1,733.3	10,692.8	10,401.0	3,518.8	3,432.3	24	20
348	☑	Sommer Inc.	Englewood, N.J.	1,756.0	1,600.0	11,703.0	10,663.7	3,482.0	3,301.7	25	22
349		PR Associates	Akron, Ohio	1,745.0	1,512.0	11,265.0	10,352.0	8,440.0	7,237.0	35	35
350	☑	Fessel, Siegfriedt & Moeller Adv.	Louisville	1,709.7	1,397.6	11,226.9	7,834.9	3,307.0	963.1	33	28
351	☑	Rick Johnson & Co.	Albuqueque	1,701.5	1,650.0	13,109.5	11,005.5	7,887.3	—	45	44
352		Jackson/Ridey	Cincinnati	1,700.0	0.0	11,400.0	0.0	—	—	—	—
353	☑	Lockhart & Pettus	New York	1,694.0	1,650.0	11,293.0	11,000.0	—	—	25	25
354		J.H. Lewis Adv. Agency	Mobile, Ala.	1,679.7	—	11,849.0	—	8,621.9	—	35	35
355	☑	Intermarco Advertising	New York	1,677.7	1,700.0	11,184.9	15,175.6	1,427.4	4,183.3	—	—
356	☑	Pearlman/Wohl/Olshever/Marchese	Los Angeles	1,676.9	1,089.0	15,244.2	10,663.8	1,734.2	933.8	18	13
357		Ken Schmidt Co.	Milwaukee	1,670.5	1,425.0	10,526.9	8,995.0	3,738.7	2,351.8	28	28
358	☑	Gardner Communications	San Francisco	1,670.2	1,617.2	10,916.6	9,924.4	695.0	387.7	19	17
359	☑	Shaffer/MacGill & Associates	Chicago	1,669.4	1,742.3	12,740.7	11,787.0	7,418.0	4,517.2	38	41
360	☑	Silberman Whitebrow Dolan	Philadelphia	1,665.0	1,890.0	11,100.0	12,600.0	4,380.0	3,900.0	20	22
361	☑	InterCommunications Inc.	Newport Beach, Calif.	1,663.3	1,626.7	13,744.2	11,349.8	11,094.2	10,849.8	20	18
362		Unger Associates	Atlanta	1,646.0	1,646.0	10,700.3	10,700.3	500.3	500.3	25	26
363		J.P. Hogan & Co.	Knoxville, Tn.	1,633.9	1,512.9	10,892.6	10,085.8	6,650.7	6,303.1	26	22
364	☑	Kaprielian O'Leary Advertising	New York	1,612.5	1,625.0	10,630.5	10,700.0	900.5	—	19	20
365		Smith, Kaplan, Allen & Reynolds	Omaha, Neb.	1,601.5	1,350.8	10,676.6	9,005.1	1,713.8	1,308.2	40	38
366	☑	Nelson Panullo Jutkins Direct Mktg	Santa Monica, Calif.	1,600.4	1,068.2	10,673.7	7,123.9	9,589.8	5,835.0	22	18
367	☑	Battenberg, Fillhardt & Wright	San Jose, Calif.	1,597.9	1,947.2	11,812.8	13,047.6	6,188.9	5,398.1	15	24
368	☑	Sturm Communications	Chicago	1,593.4	1,398.1	11,436.4	9,435.1	8,833.1	7,888.3	30	25
369	☑	Andrews/Mautner	Milwaukee	1,577.9	1,538.0	11,490.8	11,153.6	5,694.8	5,481.0	32	29
370		Craig, Lamm, Hensley & Alderman	Houston	1,577.6	1,990.9	10,522.8	13,279.2	5,288.6	5,964.3	25	36
371	☑	Caravetta Allen Kimbrough/BBDO♡	Miami	1,549.6	1,280.5	10,335.9	8,541.2	1,676.6	2,013.9	29	24
372	☑	Wray/Ward Advertising	Charlotte, N.C.	1,549.4	1,485.7	10,595.4	9,723.1	3,105.9	2,791.2	24	22
373		Penny & Speier	Houston	1,549.2	1,873.7	14,002.3	15,061.3	9,864.2	10,159.8	27	32
374	☑	R.L. Meyer Advertising	Milwaukee	1,529.1	953.1	13,776.3	5,788.8	2,989.7	2,711.9	18	16
375	☑	Adams, Richard & Mason	Glastonbury, Ct.	1,520.0	1,407.7	10,138.4	9,389.0	7,924.0	7,308.0	31	30
376	☑	Martcom, Inc.	Columbus, Ohio	1,511.0	1,862.0	11,840.7	12,398.3	9,598.3	10,472.3	17	13
377		Fotheringham & Associates	Salt Lake City	1,510.7	1,185.2	9,008.8	7,671.6	6,187.8	5,096.4	23	20
378	☑	G. Temple Associates	Southfield, Mich.	1,510.0	1,347.0	6,411.0	5,776.0	4,976.0	4,442.0	16	14
379	☑	McLean-Stewart Advertising	San Francisco	1,500.0	900.0	10,000.0	6,000.0	1,300.0	1,000.0	16	17
380	☑	CS&A Advertising	Normal, Ill.	1,468.0	1,046.0	9,512.2	6,832.2	7,150.2	5,751.3	—	28
381	☑	Mitchell & Comer	Toledo, Ohio	1,458.0	1,252.5	10,486.0	8,203.4	9,224.7	6,803.4	32	28
382	☑	Carter Callahan	San Jose, Calif.	1,455.0	1,497.0	9,558.5	9,832.6	7,228.0	7,415.3	22	21
383	☑	Bailey Lewis & Associates	Lincoln, Neb.	1,452.1	1,460.6	9,680.9	9,737.4	5,141.6	5,011.8	37	41
384	☑	John Volk Co.	Chicago	1,451.9	1,138.6	9,891.9	7,657.6	5,928.0	5,213.7	21	17
385	☑	Micheal & Partners	Dallas	1,447.0	1,116.0	9,651.0	7,443.0	—	—	26	25
386	☑	KSK Communications Ltd.	McLean, Va.	1,440.4	1,202.5	9,134.3	8,083.5	6,102.6	4,845.2	27	25
387		Greenwald/Christian Advertising	Philadelphia	1,424.8	1,184.9	9,500.0	7,900.0	2,250.0	1,585.0	18	15
388	☑	Donald L. Arends Inc.	Oakbrook, Ill.	1,422.0	1,339.3	9,485.0	8,932.8	1,733.0	1,559.8	23	22
389		Beaumont, Heller & Sperling	Reading, Pa.	1,390.0	1,274.8	9,424.3	8,581.4	8,135.9	7,593.6	40	41
390	☑	Loeffler Mountjoy	Charlotte, N.C.	1,388.7	1,005.0	9,262.7	6,703.0	975.6	—	25	20
391	☑	JanklowBender	New York	1,387.7	1,036.0	12,450.0	9,295.0	5,320.0	—	15	13
392		Smith, Badofsky & Raffel	Chicago	1,376.0	1,370.0	15,995.5	15,824.0	7,653.1	7,510.6	20	20
393	☑	Dorland & Sweeney	Philadelphia	1,354.9	1,270.4	9,069.4	8,577.8	8,022.4	7,218.0	22	25
394	☑	NKH&W Marketing Communications	Kansas City	1,351.0	1,037.0	9,011.0	6,917.0	9,011.0	6,917.0	36	25
395	☑	Laven, Fuller & Perkins Advertising	Chicago	1,350.9	1,218.2	7,505.0	6,585.0	1,754.2	1,180.6	24	23
396	☑	Impact Marketing & Comunications	Boston	1,350.0	1,365.0	8,637.0	8,102.0	6,337.0	4,002.0	20	30
397		Harmon Smith Inc.	Kansas City	1,347.5	1,312.3	10,746.7	8,935.5	4,445.2	3,213.3	25	23
398	☑	Sheehy & Knopf	Louisville	1,346.9	1,244.5	11,001.3	9,043.0	4,646.1	2,552.1	38	43
399		Frank/James Direct Marketing Co.	St. Louis	1,320.0	1,720.0	7,500.0	9,800.0	—	—	21	19
400	☑	Jameson Advertising	New York	1,300.0	980.0	7,800.0	5,600.0	2,900.0	1,900.0	27	18

NOTE: Dollars in thousands. ☑ Indicates that agency received signature of independent accountant verifying gross income figures supplied to AA.

Fifth 100 agencies by gross income

Rank				Gross income		Billings		Capitalized fees		Total employees	
1986	☑	Agency	Headquarters	1986	1985	1986	1985	1986	1985	1986	1985
401	☑	Wettstein/Bolchalk Adv. & PR	Tucson, Ariz.	$1,297.2	$1,022.0	$8,458.6	$6,833.3	$4,183.2	$3,885.2	35	35
402	☑	McFarland Group	Elm Grove, Wis.	1,275.0	800.0	8,334.5	6,568.0	2,334.5	2,568.0	19	14
403	☑	Perri Debes Looney & Crane	Rochester, N.Y.	1,274.3	918.7	8,465.0	6,231.7	4,801.7	3,267.0	22	16
404	☑	Richard Sackett Executive Cons.	New Orleans	1,270.2	—	7,602.3	—	7,448.9	—	8	8
405	☑	TCI Advertising	Stamford, Ct.	1,263.3	1,209.6	9,504.7	9,330.3	6,548.8	5,829.8	22	22
406	☑	Adair Associates/Advertising	Atlanta	1,254.5	1,028.6	6,315.1	5,146.6	3,339.9	2,762.9	18	18
407		Hal Langerman Co.	Center Square, Pa.	1,245.8	1,083.3	6,744.7	5,864.9	6,468.7	5,624.9	8	8
408		CRE Inc.	Indianapolis	1,235.1	1,259.5	9,871.1	7,280.5	7,602.0	5,293.8	28	25
409		Ross Advertising	Peoria, Ill.	1,223.9	1,057.2	9,361.8	7,874.3	7,417.2	5,910.7	28	25
410	☑	Marketing Direction	Newport Beach, Calif.	1,219.3	1,360.3	7,830.3	8,872.8	5,956.6	6,610.5	21	25
411	☑	Anderson, Warren Advertising & PR	Davenport, Iowa	1,216.3	1,161.5	8,108.8	7,743.7	6,359.1	6,074.2	30	28
412		Ad Hoc Marketing Resources	New York	1,210.0	1,209.9	7,940.0	7,937.0	—	—	15	12
413	☑	Furman, Roth Advertising	New York	1,210.0	1,143.8	7,720.0	7,480.0	800.0	830.0	25	—
414	☑	Larwin/Livers Associated	Huntingdon Valley, Pa.	1,200.0	1,235.0	9,230.0	9,500.0	6,636.7	6,734.9	20	22
415	☑	Harris, Baio & McCullough	Willow Grove, Pa.	1,196.0	857.0	7,887.7	5,620.0	6,161.0	4,066.2	18	15
416		Storey, Berman & Freer	Chicago	1,195.0	980.0	8,950.0	6,822.0	980.0	955.0	16	14
417	☑	Adler Schwartz	Englewood Cliffs, N.J.	1,194.9	1,115.5	8,018.0	7,350.9	6,989.0	6,525.3	20	17
418		Peterson-Morris MacLachlan	Minneapolis	1,162.0	765.0	7,750.0	5,100.0	—	—	24	14
419		Communication Trends	Atlanta	1,157.3	1,084.5	10,063.1	9,596.9	2,802.5	2,934.8	14	24
420	☑	Coakley Heagerty Cos.	Santa Clara, Calif.	1,147.5	1,189.0	8,922.7	8,922.7	6,698.9	6,702.1	23	24
421	☑	Tepe, Hensler & Westerkamp	Cincinnati	1,128.0	827.1	8,313.7	6,343.2	4,539.6	3,034.9	20	17
422	☑	Schroeder Advertising	New York	1,116.0	—	3,000.0	—	400.0	—	6	5
423	☑	George P. Clarke Advertising	New York	1,105.8	1,094.3	7,371.9	7,296.1	3,826.4	3,954.3	16	16
424	☑	Gray Baumgarten Layport	Pittsburgh	1,104.0	1,027.0	7,213.8	6,699.4	4,652.9	4,531.2	22	17
425		Kaufman & Maraffi	New York	1,100.0	1,093.1	13,215.6	12,867.0	1,240.6	667.0	22	20
426	☑	Clarity Coverdale Rueff Advertising	Minneapolis	1,094.0	900.5	12,678.0	9,385.0	5,136.0	3,332.0	22	15
427	☑	Hammerman & Morse	Chicago	1,093.0	608.0	7,174.4	4,007.6	4,642.6	2,715.4	11	8
428	☑	Peter Scannell Inc.	New York	1,053.0	724.7	10,708.3	7,652.9	3,336.0	2,508.5	12	7
429	☑	Wooding & Housley	Providence, R.I.	1,050.0	1,056.0	7,000.0	7,000.0	4,128.0	5,555.0	23	23
430	☑	Martiny & Co.	Cincinnati	1,009.8	687.0	2,741.9	1,866.0	—	—	17	16
431		Mad. Ave. East	Melville, N.Y.	1,000.0	800.0	6,700.0	5,300.0	—	—	27	24
432		Semel/Kaye & Co.	Northbrook, Ill.	977.2	900.3	7,066.8	6,225.4	4,470.6	3,886.2	20	20
433		Don Wise & Co.	New York	975.0	—	6,500.0	—	—	—	15	—
434		Neal Spelce Communications	Austin, Texas	965.4	1,270.8	6,492.7	8,674.7	4,709.7	4,920.3	21	21
435	☑	Dektas & Eger	Cincinnati	941.0	657.7	8,693.0	5,635.4	3,082.9	2,081.3	18	14
436	☑	Hart/Conway Co.	Rochester, N.Y.	936.6	790.1	6,246.9	5,270.1	2,186.9	2,289.1	20	20
437	☑	J.D. Mathis & Co.	Baltimore	933.1	846.5	7,142.5	6,247.0	2,427.9	2,134.4	13	12
438	☑	Hiebling Group	Madison, Wis.	930.0	801.4	8,575.3	6,306.0	5,594.2	4,381.9	22	19
439	☑	Pierson & Co.	Chicago	910.0	675.0	6,000.0	4,500.0	—	—	12	6
440	☑	Adelante Advertising	New York	902.5	905.0	6,017.3	6,034.0	1,267.3	1,234.0	15	15
441	☑	Jason Group	New York	900.2	800.3	9,750.0	8,809.0	—	—	12	11
442	☑	Marketing Group	Ft. Washington, Pa.	895.0	803.0	5,660.0	5,093.6	3,501.8	3,238.3	21	19
443		Zubi Advertising Services	Miami	893.4	815.1	5,700.0	5,200.0	846.2	772.0	13	12
444		Emerson Marketing Agency	New York	892.4	866.4	5,790.0	4,621.4	4,708.1	4,570.3	5	5
445	☑	Dallas C. Dort & Co.	Flint, Mich.	881.2	868.9	5,875.2	5,795.3	5,726.4	5,795.3	14	21
446	☑	Haller Schwarz	Los Angeles	875.0	1,148.0	6,200.0	7,659.0	—	—	15	15
447	☑	Zam+Kirshner+Geller	Garden City, N.Y.	861.4	781.4	6,250.4	5,701.5	3,170.3	2,904.2	11	11
448	☑	Didday & Branch	Cincinnati	858.4	682.9	5,543.9	4,479.5	4,304.9	3,870.2	19	17
449		Robert McKim & Co.	Los Angeles	854.4	655.0	10,229.2	5,951.5	5,029.2	3,001.5	16	12
450		Poindexter Associates Advertising	Roanoke, Va.	844.2	615.4	5,036.0	3,721.9	1,800.9	1,588.1	12	12
451	☑	Cascino & Purcell	Atlanta	833.8	814.8	5,657.9	5,434.2	4,961.9	4,653.8	15	11
452	☑	Communique Direct Marketing	Brookfield, Wis.	822.0	560.0	5,564.5	4,043.3	4,439.5	3,168.3	32	15
453		Goble & Associates	Chicago	816.5	603.5	5,064.4	3,759.2	2,134.4	1,734.2	17	14
454	☑	Winkler McDermott Winkler	New York	813.4	675.3	5,039.6	4,177.4	4,067.2	3,189.9	14	14
455	☑	New Venture Advertising	Los Angeles	805.0	630.0	5,521.5	4,405.5	1,367.4	1,000.5	7	7
456	☑	Smith & Yehle	Kansas City	799.8	803.9	5,334.4	5,362.2	3,205.7	2,387.3	18	20
457	☑	K.I. Lipton Inc.	Doylestown, Pa.	787.9	655.4	4,079.9	3,323.1	2,040.0	1,657.8	12	11
458	☑	Mallof, Abruzino & Nash Mktg.	Lombard, Ill.	780.0	630.0	5,200.0	4,200.0	—	—	15	15
459		HMK Advertising	Chestnut Hill, Mass.	779.7	619.9	9,148.4	5,595.4	—	—	25	25
460	☑	Fensholt Inc.	Lombard, Ill.	769.0	753.1	5,524.0	5,608.3	2,861.0	2,867.8	13	15
461		Patterson Advertising Agency	Topeka, Kan.	765.5	885.0	5,105.0	5,903.3	2,834.5	3,408.4	18	22
462	☑	Haselow & Associates	Cleveland	763.2	570.0	5,700.5	4,051.9	5,090.7	3,801.9	16	13
463		Hirsch Elliott	New York	759.0	752.0	5,059.6	5,012.9	3,154.9	3,134.9	13	13
464	☑	Tri-State Advertising	Warsaw, Ind.	757.0	679.4	5,445.1	4,529.1	2,217.6	1,562.2	16	16
465	☑	Humphrey, Herbert & Albert	Pittsburgh	756.4	750.0	4,902.2	4,836.0	1,303.3	1,298.0	13	13
466		Martin Fiderer Associates	Englewood Cliffs, N.J.	756.0	521.0	5,042.3	3,962.0	4,520.3	3,475.0	10	8
467	☑	Haddad, Lawrence Communications	Studio City, Calif.	750.0	1,000.0	5,000.0	6,667.0	—	—	12	10
468	☑	Darien, Russell, Hill & Dahl	San Jose, Calif.	746.1	852.0	5,485.9	5,764.6	553.3	936.7	—	—
469		Jules Rabin Associates	Valley Stream, N.Y.	740.4	697.2	4,938.3	4,650.0	—	—	20	19
470		Klein/Richardson	Beverly Hills	728.1	565.3	4,856.4	3,770.6	—	—	13	11
471	☑	Brashe Advertising	Jericho, N.Y.	721.7	657.0	4,799.9	4,371.6	2,641.7	2,324.4	7	7
472		Carson Group	Houston	714.0	680.0	4,200.0	4,000.0	—	—	9	7
473	☑	Kopf & Isaacson Advertising	Melville, N.Y.	705.0	580.0	5,053.4	4,226.7	173.4	146.7	16	16
474	☑	McKee Advertising	Elk Grove Village, Ill.	704.4	655.7	6,767.7	6,308.9	3,727.7	3,681.8	16	16
475		Haley & Ruckle Advertising	Boston	704.2	745.7	3,061.9	3,242.4	113.2	766.5	12	13
476	☑	T.S. Jenkins & Associates	Flint, Mich.	693.5	599.0	4,550.4	4,120.9	2,875.9	2,627.2	13	13
477	☑	Keye Advertising	Brooklyn, N.Y.	684.2	682.1	6,394.3	6,255.2	—	—	6	7
478	☑	Gallagher Group	New York	675.0	981.0	—	—	—	—	5	6
479		Reynolds-Sullivan Advertising	Mobile, Ala.	672.4	666.1	3,000.3	2,868.7	—	—	15	15
480	☑	Henry-Gill Inc.	Denver	663.9	611.3	6,033.3	4,656.8	5,041.3	3,623.2	16	14
481	☑	Richard Yeager Associates	Moorsetown, N.J.	663.9	626.4	5,504.7	4,364.1	4,327.9	3,364.6	12	12
482	☑	Kaufman Goldman Stral	Chicago	659.8	662.6	3,693.6	3,963.6	1,611.8	1,660.7	22	24
483	☑	MarketAide Inc.	Salina, Kan.	645.6	631.9	4,641.8	4,241.6	2,797.0	2,811.4	13	13
484	☑	Hood, Light & Geise	Harrisburg, Pa.	638.0	546.0	4,168.0	3,570.0	2,415.0	2,068.0	14	14
485	☑	Smith Advertising & Associates	Fayetteville, N.C.	635.7	614.5	4,087.7	4,091.5	2,968.4	2,885.1	14	14
486	☑	Newton Associates	St. Davids, Pa.	632.5	—	3,294.5	—	1,733.3	—	11	11
487	☑	Praco Ltd.	Colorado Springs, Colo.	628.3	202.0	4,196.6	3,852.3	2,451.8	2,505.9	15	13
488	☑	New Trend Advertising	Hackensack, N.J.	628.1	582.6	3,453.4	3,243.8	2,334.5	3,243.8	12	12
489		Minturn Advertising	Shawnee Missions, Kan.	615.0	450.0	4,100.0	3,200.0	—	—	14	12
490	☑	Martin A. Lave Marketing	Indianapolis	591.0	559.0	3,868.3	3,638.3	241.1	777.9	15	11
491	☑	Shorey & Associates	Greenville, S.C.	589.0	909.5	3,788.0	5,800.0	—	—	20	16
492	☑	Earle Bower Associates	New York	577.7	546.1	3,701.7	3,676.6	1,335.8	1,447.7	—	—
493	☑	Lardis, McCurdy & Co.	Meridan, Ct.	570.0	775.0	3,392.0	3,496.0	867.0	854.0	12	14
494	☑	Sheldon Fredericks Advertising	New York	553.0	527.0	5,296.4	5,118.0	1,407.4	1,322.0	19	18
495	☑	White, Good & Co.	Lebanon, Pa.	526.3	488.5	3,450.3	3,055.0	2,297.9	1,729.9	11	10
496		MSA Advertising	Philadelphia	522.6	572.6	2,903.9	3,553.5	1,302.7	1,152.6	7	9
497		Arnold, Noble & Associates	Schaumburg, Ill.	521.2	483.8	3,367.8	3,124.5	2,307.8	2,134.4	10	—
498	☑	Roni Hicks & Associates	San Diego	519.5	1,079.6	8,657.5	6,773.1	6,294.3	4,361.2	16	17
499	☑	Dodson, Craddock & Born Advertising	Pensacola, Fla.	515.0	417.0	3,378.2	2,746.4	2,019.7	1,694.1	10	10
500	☑	Rahm Advertising & PR	Oakland, Calif.	511.4	352.4	3,213.4	2,284.9	1,969.6	1,230.3	7	8

NOTE: Dollars in thousands. ☑ Indicates that agency received signature of independent accountant verifying gross income figures supplied to AA.

Forty-four more agencies by gross income

Rank 1986	☑	Agency	Headquarters	Gross income 1986	Gross income 1985	Billings 1986	Billings 1985	Capitalized fees 1986	Capitalized fees 1985	Total employes 1986	Total employes 1985
501	☑	Perry Ballard/Advertising	St. Joseph, Mo.	$506.5	$361.0	$3,200.6	$2,474.3	$2,574.9	$2,069.6	16	12
502	☑	Bertucci Maren Associates	Bristol, Pa.	503.0	468.8	3,161.3	2,959.6	2,561.3	2,434.6	14	9
503		Miller Addison Steele	New York	501.0	—	3,167.0	—	667.0	—	12	10
504	☑	Hinton & Steel	Seattle	496.8	405.1	4,410.4	3,163.5	2,897.4	1,893.6	12	12
505	☑	Covey & Koons	Canton, Ohio	494.4	484.1	3,296.9	3,228.2	1,904.8	1,581.7	10	10
506	☑	Asher Agency	Fort Wayne, Ind.	482.0	448.0	2,788.7	2,250.7	773.7	600.3	9	7
507	☑	Mills, William, Advertising & Marketing	Atlanta	475.5	513.0	2,079.4	2,274.3	1,026.7	979.0	13	12
508	☑	Qually & Co.	Chicago	471.5	401.3	3,800.0	3,280.0	—	—	14	8
509	☑	Sullivan & Findsen Advertising	Cincinnati	468.8	327.4	3,949.5	2,417.4	2,732.6	1,657.1	11	8
510	☑	Durfee Advertising	Boston	465.0	350.0	3,100.0	2,330.0	—	—	9	7
511	☑	Spangler/Fischer Advertising	Minneapolis	464.5	346.0	5,305.1	4,359.6	2,235.1	1,894.3	12	10
512	☑	Ad-Pro Inc.	Sycamore, Ill.	462.0	355.4	3,108.4	2,390.5	2,371.9	1,885.6	10	10
513		FitzSimons Advertising	Cleveland	458.9	445.5	3,407.1	3,306.3	1,669.4	1,620.8	11	10
514	☑	Kocs, Wesson & Associates	Elm Grove, Wis.	435.0	465.0	2,900.0	3,100.0	2,625.0	2,625.0	6	8
515	☑	D.P.L. Advertising	Battle Creek, Mich.	423.9	500.4	2,715.5	3,187.8	2,084.7	2,518.7	12	12
516	☑	Summit Advertising	Norfolk, Va.	402.6	494.6	2,513.4	3,119.6	1,165.7	2,038.4	13	14
517	☑	James & Thomas	Chicago	388.3	395.4	3,287.8	3,207.3	2,259.3	2,228.2	8	8
518	☑	Hicks & Grayson	Coral Gables, Fla.	356.3	394.5	2,034.7	2,089.7	260.5	283.0	3	3
519	☑	A.I.M. Inc.	Foster City, Calif.	354.0	303.4	1,542.7	1,075.6	—	—	7	6
520		Brewster Advertising	Cambridge, Mass.	346.0	284.0	2,382.0	1,895.0	1,765.0	1,074.0	5	5
521		Keller Haver	New York	340.0	360.0	2,100.0	2,300.0	—	—	6	6
522	☑	Bernard Popick Associates	Atlantic City, N.J.	338.3	350.8	2,256.3	2,339.6	2,256.3	2,339.6	7	7
523		Elgee Corp.	Spokane, Wash.	306.2	297.5	2,041.5	2,230.5	209.9	257.2	7	9
524	☑	L. Quillin & Associates	La Crosse, Wis.	286.1	207.7	1,806.5	1,240.8	1,357.8	780.0	7	7
525	☑	Brigham/Scully	Los Angeles	281.0	266.0	1,816.6	1,716.6	641.7	459.0	6	6
526	☑	Creel Associates	Oak Brook, Ill.	277.0	266.9	1,452.9	1,280.3	1,037.9	1,013.8	8	8
527		Black & Musen	East Longmeadow, Mass.	258.0	253.0	1,517.0	1,474.0	667.0	714.0	6	6
528		Morrow Lewis & Kelley	New York	250.0	275.0	900.0	990.0	—	—	3	5
529	☑	Bloom, James Agency	Great Neck, N.Y.	225.0	180.0	1,500.0	1,200.0	—	—	7	7
530	☑	Kinzie & Green	Wausau, Wis.	222.6	289.6	1,624.3	2,309.1	759.2	1,159.8	6	8
531		J. Ronald Gaffe Inc.	Okemos, Mich.	219.3	188.1	2,841.7	2,565.1	1,430.9	1,132.7	10	8
532		Jack Mathis Advertising	Libertyville, Ill.	210.5	195.2	1,404.1	1,301.9	826.6	747.2	3	3
533		Halcyon Advertising	Brooklyn, N.Y.	200.0	225.0	1,505.0	1,501.0	1,005.0	1,007.0	6	6
534	☑	Mills Marketing	Rancho Dominguez	185.0	185.0	1,750.3	1,700.3	500.3	500.3	4	4
535		Taube-Violante	Norwalk, Ct.	138.7	—	574.1	—	—	—	—	—
536		Blanchard & Associates	Minneapolis	138.3	159.1	2,377.3	2,069.2	1,489.5	1,100.1	7	5
537	☑	Morris Direct Marketing	Tuckahoe, N.Y.	135.3	110.0	472.1	324.3	396.2	252.1	2	2
538		Nelda Armstrong Advertising Agency	Lubbock, Texas	91.0	110.0	701.8	889.5	157.4	226.8	4	5
539	☑	Chase Pickett	Hillside, Ill.	53.8	58.8	322.2	351.1	—	—	2	2
540		Culver International	Dedham, Mass.	50.0	—	300.0	—	—	—	3	2
541	☑	Charles Edelstein Advertising	Holland, Pa.	44.2	29.8	289.9	198.8	133.4	84.5	5	5
542		Shea & Ziegler	Darien, Conn.	24.6	—	161.9	—	123.7	—	1	0
543		Lord & Emerson Co.	Jackson, Mich.	9.0	7.2	60.0	48.0	—	—	1	1
544	☑	High Plains Advertising	Dodge City, Kan.	8.1	6.7	54.7	44.4	—	—	7	7

NOTE: Dollars in thousands. ☑ Indicates that agency received signature of independent accountant verifying gross income figures supplied to AA.

Key to symbols in this ranking

Subsidiary symbols

Income and billings figures for following parent companies—in bold—include totals for subsidiaries listed. Only subsidiaries included in parent totals are marked with subsidiary symbols on Pages 8, 10, 12, 14, 16 and 18.

☽ **Ted Bates Worldwide:** William Esty, Campbell-Mithun, AC&R Advertising, Diener/Hauser/Bates, Kobs & Brady Advertising, Sawdon & Bess Advertising, Stern Walter/Earle Ludgin

♡ **BBDO Worldwide:** Tracy-Locke, Doremus Porter Novelli, Ingalls Quinn & Johnson, MARCOA DR Group, Lavey/Wolff/Swift, Frank J. Corbett Inc., Blair/BBDO, Franklin Spier Inc., Caravetta Allen Kimbrough/BBDO

▼ **C&W Group:** Direct Marketing Agency

☆ **D'Arcy Masius Benton & Bowles:** Medicus Intercon International

⌂ **DDB Needham:** Cargill Wilson & Acree, Baxter, Gurian & Mazzei, Kallir, Philips, Ross

◇ **Foote, Cone & Belding:** Albert Frank-Guenther Law, Vicom/FCB

■ **Grey Advertising:** Gross Townsend Frank Hoffman

□ **Saatchi & Saatchi Compton Worldwide:** McCaffrey & McCall, Rumrill-Hoyt, Klemtner Advertising, Fairfax Advertising, Cochrane Chase Livingston

△ **Scali, McCabe, Sloves:** Martin Agency, Fallon McElligott

♤ **Ogilvy & Mather:** Ogilvy & Mather Direct Response, Rolf Werner Rosenthal

♧ **J. Walter Thompson Co.:** Brouillard Communications

○ **Young & Rubicam:** HCM (50%), DYR (49%), Wunderman Ricotta & Kline, Sudler & Hennessey, Stone & Adler, Creswell, Munsell, Fultz & Zirbel

Verification

☑ Indicates that agency received signature of independent accountant verifying gross income figures supplied to AA. See story at right.

Agency compliance

☑ Advertising Age graphically spotlights—with a box and check—those agencies which complied with the publication's request to provide a signature from an independent accountant confirming the figures they are reporting for 1986.

The box shown at the head of this article accompanies the profile of each agency in compliance and is placed at the left of the corresponding agency on the charts beginning Page 8.

This is the third year the editors have requested verification, and the percentage of agencies has improved from one-third three years ago to 65% this year. There are several barriers to full compliance:

- Most agencies are private and in a highly competitive environment, and often are reluctant to release even gross income figures.
- Some agencies report on a fiscal basis and have not closed the books for the current reporting period. They return unsigned questionnaires stating their audit will not take place until after the publishing date. Editors then assure them that an audit is not required—an opinion rendered by the New York Society of CPAs. Many retort that "their" cpa firm would balk anyway at signing such a statement. The editors respond that a previous year's audit will do. The agency in general stands firm.
- Then some just beg to get by: "TAKE MY WORD FOR IT!" shouted one exec on the form where the signature is required. Another responded: "Figures should be accurate within a couple of bucks or so."
- One agency in the top 50 said it would not comply. Its figures would compromise its cpas because its report was only 90% correct. It planned to "fudge like everyone else."

Compliance has had the effect of reducing the number of agencies reporting. Stronger language used by Ad Age in requesting figures this year scared many off. Some 690 reports were processed last year compared with 544 this year.

Top 100 in 43rd agency report

The top 100 listed alphabetically beginning on this page can be found numerically ranked on Page 8. These agencies accounted for 85.2 of worldwide gross income of the Ad Age 500 in 1986. Agencies Nos. 101-500 begin on Page 100.

AC&R Advertising

RANK 65

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	17.0	16.3	4.3
Billings	115.0	110.0	4.6

U.S.	1986	1985	% chg
Gross income	16.6	15.8	5.2
Billings	112.1	106.4	5.4

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	90.4	84.0	7.6
Materials & services	19.1	21.5	(11.3)
Capitalized fees	2.7	0.8	224.1

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	4.6	3.1	51.3
Magazine	44.1	40.5	8.9
Radio	1.6	1.3	26.0
Network TV	16.5	12.4	33.5
Spot TV	33.6	38.6	(13.1)
Bus. papers	8.1	9.7	(16.7)

Workforce

	1986	1985	% chg
Worldwide	225	220	2.3
U.S.	225	220	2.3

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	City	Billings
AC&R Advertising	New York	112.1
AC&R Advertising	Athens, Greece	2.9

Annual review

Kobrand Corp. Beefeater Gin, gained in late 1985, helped existing accounts contribute 63% of the year-to-year growth in billings in 1986 at AC&R, which is part of the Ted Bates network bought out midyear by Saatchi & Saatchi PLC. The agency gained a potential $10 million in annualized billings with the majority coming from Simmons bed mattresses, Johnson & Murphy, and Flashlegs Hosiery. Declines in billings amounted to an annualized $6 million with Arrow shirts accounting for the majority. To produce efficiencies in the Saatchi network, the agency is being consolidated this year with other Bates' units, Diener/Hauser/-Bates and Sawdon & Bess, into AC&R/DHB & Bess. AC&R brings its strengths in cosmetics and fashion to the new unit to be headed by its chairman-ceo Stephen Rose. Mr. Rose will be chairman of the exec committee and ceo at AC&R/DHB & Bess.

U.S. accounts

Gained: Simmons; Marx & Newman; Amada; Konica; Jimlar Shoes; Flashlegs Hosiery; Jay Yang; Harry Rothman; Johnson & Murphy; Condado Plaza Hotel; *European Travel & Life*

Lost: Arrow; Ligne Roset; 3M; RPM; Kangaroos; Westbury Hotel; Plaza Athenee

Officers

Stephen Rose, chmn-ceo; Alvin Chereskin, president; Louis Miano, vice chmn; Kazou Kudo, Sheldon Marks, exec vps, acct mgmt; Harry Koenig, exec vp-finance; Morton Weinstein, exec vp, dir mktg

Phone: (212) 685-2500

Admarketing

RANK 40

Los Angeles

($ in millions)

Worldwide	1986	1985	% chg
Gross income	33.0	30.5	8.2
Billings	184.0	170.5	7.9

U.S. billings

($ in millions)	1986	1985	% chg
Media	0.2	0.2	8.3
Materials & services	3.0	1.8	66.7
Capitalized fees	0.0	1.5	(100.0)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	7.4	3.4	115.9
Magazine	3.7	3.4	7.9
Radio	12.9	11.9	7.9
Network TV	1.8	1.7	7.9
Spot TV	134.4	127.9	5.1
Outdoor	1.8	3.4	(46.0)
Point of sale	3.7	3.4	7.9
Yellow Pages	1.8	1.7	7.9
Direct mail	1.8	1.7	7.9
Dir. resp. TV	12.9	8.5	51.1
Free-standing inserts	1.8	3.4	(46.0)

Workforce

	1986	1985	% chg
Worldwide	133	138	(3.6)
U.S.	133	138	(3.6)

Offices

Worldwide: 1; U.S.: 1

Annual review

The $13,533,000 in actual billings added at Admarketing, giving it a 7.9% increase in billings was split between internal growth and new business. Admarketing, a retail advertising specialist, expects billings growth to continue in 1987, since it gained a potential $26.5 million in annualized billings while declines were kept to $7 million annualized.

U.S. accounts

Gained: Jenny Craig Weight Loss Centres; Burger King, So. Calif.; Sanwa Foods; Good Earth Restaurants; Boys Markets; California Closets

Lost: Cousins Home Furnishings; Presto Foods

Officers

Jack Roth, president-ceo; Robert Recht, chmn; Robert Roth, treasurer; Martin Cagan, exec vp; George Abdell, Ed Moiselle, Arlynn Whittaker, Raymond Coen, sr vps; Amnon Mizrahi, John Bergquist, Robert Packham, John Bamberger, Andrew Demus, Charles Katz, George McConnell, William Tollis, Patricia Gleason, Larry Mandel, vps

Phone: (213) 203-8400

Ally Gargano/ MCA Advertising

RANK 38

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	35.7	41.8	(14.8)
Billings	296.1	330.0	(10.3)

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	264.3	292.6	(9.7)
Materials & services	17.9	19.6	(8.6)
Capitalized fees	13.9	17.8	(21.9)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	17.9	21.0	(14.4)
Magazine	62.0	64.6	(4.1)
Radio	7.5	8.1	(8.0)
Network TV	72.9	101.5	(28.2)
Spot TV	86.7	95.4	(9.1)
Cable TV	8.9	7.4	19.6
Outdoor	28.0	26.1	7.3
Transit	6.3	5.5	14.6
Point of sale	0.5	0.5	7.4
Direct mail	4.2	—	—
Catalogs	1.3	—	—

Workforce

	1986	1985	% chg
Worldwide	274	332	(17.5)
U.S.	274	332	(17.5)

Offices

Worldwide: 2; U.S.: 2

Annual review

After MCA and Ally Gargano got together last year and weathered an overall loss of 10.3% or $33.9 million in billings, including the loss of MCI's $50 million account and the departures of Schlitz malt liquor, Deneuve perfume and Frye Boots, the newly merged agency set about shoring up its operation.

About 60 people, mostly in duplicated administrative and accounting positions, were let go; three Ally Gargano creative directors also left to form Messner, Vetere, Berger & Carey Inc. But, by yearend, new business efforts began to show.

The agency gained Waldenbooks and Oral Research Laboratories' Plax, each billing about $5 million. It also added to its account list Connor Toys and the national introduction of Lipton's fruit teas.

U.S. accounts

Gained: Thomas J. Lipton, Fruit Tea; Waldenbooks; Plax-Oral Research Labs; Connor Toys.

Lost: MCI Communications; Avon, Deneuve Perfume; Stroh Brewery, Schlitz Malt Liquor; Frye Co.

Officers

Amil Gargano, chmn; William Bishop, president; Robert Kamerschen, ceo; Warren Dechter, Denis Visich, exec vps, dirs-client svcs; Michael Tesch, exec vp, dir-creative svcs; George Euringer, exec vp, creative dir; Larry Dexheimer, exec vp-mktg svcs

Phone: (212) 688-5300

Ammirati & Puris

RANK 51

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	22.5	19.5	15.4
Billings	150.0	130.0	15.4

U.S. billings

($ in millions)	1986	1985	% chg
Media	150.0	130.0	15.4

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	15.0	—	—
Magazine	49.5	—	—
Radio	1.5	—	—
Network TV	52.5	—	—
Spot TV	27.0	—	—
Cable TV	1.5	—	—
Bus. papers	3.0	—	—

Workforce

	1986	1985	% chg
Worldwide	230	230	0.0
U.S.	230	230	0.0

Offices

Worldwide: 5; U.S.: 5

Annual review

A&P, which has grown in billings at a compounded rate of 35% over the past 10 years, fell under that figure in 1986 but still reaped a 15.4% year-to-year increase of $20 million. Existing clients and new business contributed equally to the increase. New clients Cadbury ($15 million) and Norwegian Caribbean Lines ($15 million) played hot potato with A&P, by coming on board early in the year and jumping ship at the end of year. The agency expects new clients in 1987, Brown & Forman and Reebok, to stick around longer.

In addition to the main New York office, the agency has service offices in Atlanta, Dallas, Chicago, and Los Angeles primarily to service BMW dealers in those locales.

U.S. accounts

Gained: Grolsch Lager Beer; Cadbury, confections; Norwegian Caribbean Lines, cruises; Fidelity Investments

Lost: Norwegian Caribbean Lines; Cadbury

Officers

Ralph Ammirati, chmn, creative dir; Martin Ford Puris, co-chmn, ceo; Edward Vick, president-coo; Steven Farella, sr vp, media dir; Vivian Young, sr vp, dir-rsch; Philip Palazzo, sr vp, cfo; Ozzie Spenningsby, sr vp-broadcast production; John Hayes, Mary Herrmann, Duncan Pollock, sr vps, group dirs; Thomas Cavanagh, sr vp, mgmt super; Mark Moffett, Ted Shaine, Helayne Spivak, Jerry Whitley, sr vps, associate creative dirs

Phone: (212) 206-0500

Avrett, Free & Ginsberg

RANK 99

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	10.3	10.7	(3.4)
Billings	86.0	89.0	(3.4)

U.S. billings

($ in millions)	1986	1985	% chg
Media	61.1	65.9	(7.3)
Materials & services	9.5	15.5	(38.8)
Capitalized fees	15.5	7.7	101.7

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	6.5	4.5	46.1
Magazine	12.3	13.4	(8.2)
Radio	3.0	3.5	(14.5)
Network TV	46.7	47.2	(0.9)
Spot TV	14.8	18.7	(21.0)
Outdoor	1.3	1.8	(29.8)
Bus. papers	1.5	—	—

Workforce

	1986	1985	% chg
Worldwide	54	51	5.9
U.S.	54	51	5.9

Offices

Worldwide: 1; U.S.: 1

Annual review

Reduction of ad spending by current clients accounted for the drop in agency billings in 1986, which comes on the heels of a narrow 2.3% growth in billings in 1985 over that of 1984. Avrett, Free & Ginsberg expects billings to increase in 1987 as spending levels for new clients Eveready and Crayola, mature and new business comes in the door. Billings were down

Readers' guide to agency profiles

Brilliant Advertising

RANK 70

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	15.4	17.0	(9.4)
Billings	108.0	121.6	(12.8)

U.S.	1986	1985	% chg
Gross income	13.4	15.5	(13.6)
Billings	90.5	110.5	(18.1)

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	44.3	60.2	(26.3)
Materials & services	10.6	11.8	(10.5)
Capitalized fees	35.6	38.5	(7.5)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	20.8	21.0	(0.8)

Workforce

	1986	1985	% chg
Worldwide	252	265	(4.9)
U.S.	204	223	(8.5)

Offices

Worldwide: 7; U.S.: 5

1986 billings by major office

($ in millions)	City	Billings
Brilliant Advertising	New York	10.0
Brilliant Advertising	Chicago	53.0

Annual review

Client cutbacks in spending and a drop in tv rates accounted for the 18% decline in U.S. billings. Brisk business in its Canadian operation led to a 3% increase in international billings.

U.S. accounts

Gained: Joy's Family Pubs, restaurants; Sweet's Lingerie, women's clothing.

Lost: Little Shops, department stores; Jacks Packs, outdoor goods.

Officers

Maxwell G. Brilliant, president; Maxie Brilliant Jr., ceo.

Phone: (212) 555-0000

Brilliant Advertising Co., headquartered in New York, answered a questionnaire sent to the agency by Ad Age in late December. If the editors had not heard from Brilliant by the questionnaire filing deadline in late January, they sent a second mailing to the agency. If there was still no response and Brilliant Advertising had gross income of $5 million or more, the agency was telephoned for a response.

The ☑ in the boxtop means the agency received the signature of an independent accountant verifying gross income figures supplied to Ad Age. See Page 6 for more information.

Media breakdown defines where an agency spends the clients' monies. The breakdown figures are percentages of the total U.S. capitalized volume per medium. The breakdown is provided in dollars ($000,000).

Most office billings breakouts were supplied on the questionnaire by agencies. Where they did not respond, agencies were asked to confirm Ad Age estimates based on published reports on individual markets and other criteria. For the most part, those who did not provide the necessary information on the questionnaire responded to the estimates.

Financial data are collected for gross income and billings and are in millions of dollars.

- Gross income: Agencies are ranked by gross income, which gives a better indication of an agency's size than billings. Gross income generally is the sum of three sources: The 15% an agency makes from buying media; a 17.65% markup for materials and services billed the client, and the fee charged the client—a form of remuneration popular with clients whose media market is low-cost in comparison with more costly media like tv or consumer magazines.
- Billings: Billings is short for "capitalized billings" and represents the sum of three types of agency activity: Total commissionable billings for ad space and time; gross billings to clients for materials like artwork, research and so on for services when supplied or performed by organizations other than the agency, and capitalized fees. Fees are capitalized by multiplying fees by 6.67. This makes an equivalent of fee income and commissions from media billings. For example, if commissions from media are 15%, then commissions multiplied by 6.67 would be the total media placed (6.67 is the quotient of 100 divided by 15). For non-U.S. shops in parent worldwide financial totals, Ad Age seeks figures representing only the parent's equity in the shop.

Ad Age based annual reviews on staff interviews with top executives at the agency.

in all media except newspapers, which were up slightly.

U.S. accounts

Gained: Eveready; Crayola
Lost: Tri-State Cadillac

Officers

John G. Avrett, chmn; Marcella Free, co-chmn; Frank Ginsberg; president, creative dir; Donald Bandman, Lawrence Riegel, exec vps, mgmt supers; Jose Abarquez, sr vp-financial; Sue Costa, sr vp, dir-internal svcs; Stuart Cowan, Barbara Hill, sr vps, mgmt supers; Manny DeMagistris, Alan Honig, John LaRock, Judy Weiss, sr vps, assoc creative dirs; Lynn Kluger, sr vp, exec tv producer; Edward Weiner, sr vp, media dir; Betsy Rosenblum, vp, sr tv producer; Gary Cunningham, print production mgr; Eleanor Holtzman, rsch dir
Phone: (212) 832-3800

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RANK
NW Ayer Inc. 15
New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	125.5	114.5	7.9
Billings	901.2	826.4	6.7

U.S.	1986	1985	% chg
Gross income	92.1	87.7	5.0
Billings	672.0	652.0	3.1

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	579.1	562.4	3.0
Materials & services	92.9	89.6	3.7

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	48.5	55.4	(12.5)
Magazine	139.9	140.8	(0.6)
Radio	42.7	45.0	(5.1)
Network TV	314.1	337.1	(6.8)
Outdoor	2.5	1.3	91.6
Bus. papers	18.7	25.5	(26.6)
Direct mail	20.4	12.4	64.6

Workforce

	1986	1985	% chg
Worldwide	2,558	2,458	4.1
U.S.	1,208	1,184	2.0

Offices

Worldwide: 32; U.S.: 4

1986 billings by major office

($ in millions)	City	Billings
N W Ayer	Detroit	34.5
N W Ayer	New York	569.4
N W Ayer	Los Angeles	27.0
N W Ayer	Chicago	40.7

Annual review

In late December, Ayer joined the ranks of mergermania in purchasing Cunningham & Walsh, Direct Marketing Agency, and Reiser Williams deYong from Mickelberry Corp., New York for an estimated $30 million. These new purchases will add $275 million to total billings. The agency gained a potential $174.5 million in annualized billings in new clients, the majority coming from Continental Airlines, worth $60 million, Citicorp, corporate advertising, $55 million, and Citibank, N.A., $30 million. Annualized losses amounted to $24.5 million, with $15 million coming from the loss of Kraft Dairy Group business. The U.S. Army ($100 million billings) threatened full-scale evacuation in 1986 and made it reality early in 1987. Jerry J. Siano, formerly worldwide creative director, was made chairman of NW Ayer, N.Y., a post that also oversees Detroit and a new Houston operation that opened during the year to serve Continental.

U.S. accounts

Gained: Avon, all U.S. consumer adv; Citicorp, corp adv; Citibank, NE region; Continental Airlines, all adv; Faultless Starch/Bon Ami Co., Bon Ami cleanser; KFC Chicagoland Cooperative, KFC retail outlets; Leaf, Inc., new prods; Sheraton Corp, Western Region Hotels; National Council on Alcoholism, public svc
Lost: Kraft Dairy Group; Bryant & BDP div, Carrier Corp; ABC-TV News

Foreign accounts

Gained: Ricoh—Europe; Copper Development Assn.—Europe; Iberia—Japan, Germany, France; Nordica—U.S., Japan, Italy; Continental Airlines—New Zealand; Elousa, Buchannan de Luxe, Fortuna cigarettes—Spain; General Motors—Belgium; Burger King—Hong Kong, Spain; S.T. DuPont—S.E. Asia; Turntec Sportshoes—Hong Kong
Lost: Swedish Air Force—Sweden; Smirnoff—France; Visa—Singapore; Clariol Appliances—U.K.

Officers

Louis T. Hagopian, chmn, ceo; Jerry J. Siano, vice chmn & president; Anthony C. Chevins, vice chmn; Patrick J. Cunningham, exec vp, mng dir-creative svcs, N.Y.; George H. Eversman, exec vp, exec dir-acct svcs, N.Y.; Jerry N. Jordan, exec vp, mng dir-Ayer admin & devel; Thomas F. Maxey, exec vp, president-intl div; Thomas F. Maxey, exec vp, exec dir-acct svcs, N.Y.; David H. Means, exec vp, mng dir-Ayer USA/Ayer Enterprises; Theodore M. Regan Jr., exec vp, exec dir-creative svcs, N.Y.; Dominick F. Rossi Jr., exec vp, mng dir-acct svcs, N.Y.; Bartine A. Stoner Jr., exec vp, chmn-western div, Los Angeles; Robert P. Zabel, exec vp, chmn, ceo-midwest div, Chicago; Horace A. Malfa, vice chmn-N.Y.; Warren E. Albright, exec acct dir-N.Y.
Phone: (212) 708-5000

RANK
Backer & Spielvogel 24
New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	68.0	57.8	17.7
Billings	453.3	385.1	17.7

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	449.1	373.9	20.1
Capitalized fees	4.2	11.2	(62.1)

Workforce

	1986	1985	% chg
Worldwide	680	625	8.8
U.S.	680	625	8.8

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Backer & Spielvogel	New York	393.3
Backer & Spielvogel	Chicago	53.0
Backer & Spielvogel	Hunt. Beach	8.0

Annual review

The agency was acquired in May by Saatchi & Saatchi PLC., London. The buyout triggered the sale early this year of the Chicago arm to local management because the merger had placed under the same umbrella competitors General Mills (Saatchi) and Quaker Oats (Backer & Spielvogel). The Chicago shop billed $53 million. The 17.7% growth in overall billings in 1986 is attributed to new accounts Hyundai, Arby's, and North American Philips, Magnavox division, as well as to new product introductions for existing clients, particularly Miller Brewing and Fisher-Price. During 1986, the agency brought in potential annualized billings of $70 million as compared with potential annualized billings losses of $11 million.

U.S. accounts

Gained: AFA Service Corp, Arby's Restaurant; Campbell Soup, dry soup mixes; Hyundai Dealers Assns (eastern, western, southern); North American Philips Co., Magnavox prods; Chicago Hilton and Towers
Lost: Helene Curtis Industries, Finesse Conditioner & Shampoo

Officers

Carl Spielvogel, chmn-ceo; William M. Backer, president; G. Robert Holmen,

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booth newspapers

Ann Arbor News • Bay City Times • Flint Journal • Grand Rapids Press • Jackson Citizen Patriot • Kalamazoo Gazette • Muskegon Chronicle • Saginaw News

Source: Survey of Buying Power 7/86. Circulation 86-87.

exec vp, coo; Robert H. Lenz, exec vp, creative dir; Stephen M. Leff, exec vp, media svcs dir; Robert R. Meury, exec vp, copy chief; Gary Bayer, president, B&S Chicago· Michael Roche, sr vp, genl mgr, Huntington Beach

Phone: (212) 556-5200

RANK 3

Ted Bates Worldwide

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	486.0	466.0	4.3
Billings	3,261.8	3,106.9	5.0
U.S.	**1986**	**1985**	**% chg**
Gross income	282.6	287.5	(1.7)
Billings	1,896.7	1,916.5	(1.0)

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	1,499.1	1,418.2	5.7
Materials & services	178.8	170.3	5.0
Capitalized fees	218.8	328.0	(33.3)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	145.4	137.4	5.8
Magazine	313.5	319.1	(1.7)
Supplements	11.0	18.8	(38.0)
Radio	113.4	96.8	17.1
Network TV	664.3	734.4	(9.5)
Spot TV	505.4	451.1	12.0
Cable TV	28.1	22.6	24.2
Outdoor	65.0	88.7	(26.8)
Bus. papers	39.4	33.9	16.2
Farm publications	3.2	—	—
Transit	0.2	—	—
Direct mail	3.8	3.5	10.0

Workforce

	1986	1985	% chg
Worldwide	5,517	5,596	(1.4)
U.S.	2,556	2,684	(4.8)

Offices

Worldwide: 117; U.S.: 21

1986 billings by major office

($ in millions)	City	Billings
AC&R Advertising	New York	112.1
Ted Bates Advertising	New York	581.3
Campbell-Mithun	Minneapolis	246.0
Campbell-Mithun	Chicago	134.2
Diener/Hauser/Bates	Los Angeles	38.9
Diener/Hauser/Bates	New York	82.6
Diener/Hauser/Bates	Miami	0.9
Diener/Hauser/Bates	Ft. Lauderdale	4.2
Diener/Hauser/Bates	San Diego	3.2
Diener/Hauser/Bates	San Francisco	2.3
William Esty	New York	510.0
Kobs & Brady	Chicago	40.4
Kobs & Brady	San Francisco	2.3
Kobs & Brady	New York	38.3
Sawdon & Bess	New York	65.3
Sawdon & Bess	Los Angeles	9.0
Walters/Ludgin	Chicago	25.7

Annual review

Bates had a rough go in 1986. Following its purchase by Saatchi & Saatchi in May for $450 million, the agency lost nearly an entire management tier including Robert Jacoby, chairman, president-ceo, and lost $290 million in annualized business in the U.S., which amount to 15.3% of total U.S. business. Clients lost were Colgate, $100 million, Warner-Lambert, $68 million, Anheuser-Busch, Michelob, $50 million, Mars Inc., $37 million, General Foods, $25 million, Commodore International, $10 million. Bates under the leadership of Donald Zuckert will need to shore up its client base in 1987 to keep even with 1986 because many of the account losses did not show up in billings totals recorded for 1986, a year in which U.S. billings fell 1%. The potential value of accounts gained in 1986 is $21.5 million, while the agency in 1987 has gained a potential $40 million from client, Castle & Cook, Dole division. Acquisitions helped the bottom line in 1986, particularly on the international level with the addition of nine new shops which helped boost international buildings 14.7% over 1985. In the U.S., Bates purchased Kobs & Brady, a Chicago direct marketer. In other executive changes, M. Lawrence Light was promoted to president, Ted Bates International, and Ralph Rydholm came over to Bates from JWT, Chicago, to become exec vp, chief creative officer, Ted Bates Advertising/New York.

U.S. accounts

Gained: Ted Bates, New York—Prudential Bache; Xerox; *New Yorker*.

Lost: Commodore; Anheuser-Busch; Colgate Palmolive; Warner-Lambert; General Foods

Foreign accounts

Gained: Denmark—German Tourist Organization; Pirelli; Fyn Tours. France—Mars M&M's, Balisto; Beecham, Williams Shaving Gel; Germany—Mars M&M's; IDA Irish Development (industrial devel); Milupa slimming prods; Hong Kong—Effem Foods (Mars); Fortress Ltd. electrical appliances; Air New Zealand. Italy—Guaber household prods; Greenpeace (organization for the defense of environment). Netherlands—Mars Balisto; Whitehall household cosmetics. Norway—Budget rent-a-car; Avis rent-a-car; Bang & Olufsen. Portugal—D.H.L courier; Robert Bosch multiple prods. Venezuela—Perugina chocolate, Primor rice.

Losses: Denmark—Trykkeri. Germany—Olivetti personal computer; Henninger Bier. Hong Kong—Colgate Palmolive dental cream. Italy—Barbieri, Aperol aperitif. Netherlands—Gouda's Glorie margarine; Haagtechno Panasonic. Norway—Statoil (govt oil); Philips (white goods). Venezuela—Shulton Pinesol; Iqua Balance.

Officers

Ted Bates Worldwide: Donald M. Zuckert, chmn, ceo, president, Ted Bates Advertising, New York; M. Lawrence Light, exec vp, president, Ted Bates International; Stephen Rose, exec vp, president, U.S. affiliates group, chmn, AC&R Advertising; Lawrence Epting, exec vp, Ted Bates Advertising, New York; Ralph Rydholm, exec vp, chief creative officer, Ted Bates Advertising, New York; G. Bruce McLaren, exec vp, president, ceo, Ted Bates Europe; Elhanan C. Stone, exec vp, secretary and genl counsel; Donald P. Murphy, exec vp, cfo; Joseph Guistino, sr vp, treasurer

Phone: (212) 869-3131

RANK 6

BBDO Worldwide

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	445.1	399.3	11.5
Billings	3,259.0	2,894.7	12.6
U.S.	**1986**	**1985**	**% chg**
Gross income	307.0	274.0	12.0
Billings	2,107.4	1,875.0	12.4

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	1,551.6	1,304.6	18.9
Materials & services	200.8	224.4	(10.5)
Capitalized fees	355.1	346.0	2.6

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	223.7	166.5	34.3
Magazine	278.6	219.0	27.2
Supplements	9.0	16.8	(46.6)
Radio	131.1	123.9	5.8
Network TV	396.6	436.6	(9.2)
Spot TV	419.2	345.6	21.3
Cable Tv	22.4	23.3	(3.7)
Outdoor	18.1	18.5	(2.3)
Bus. papers	28.8	34.7	(17.1)
Farm publication.	—	0.1	—
Transit	0.6	0.5	20.0
Point of sale	2.1	3.3	(36.2)
Yellow Pages	0.6	0.0	1,427.8
Direct mail	37.9	33.6	12.9
Dir. resp. TV	10.6	9.5	11.4
Dir. resp. radio	0.4	0.4	11.3
Dir. resp. newsp.	7.3	6.9	4.9
Dir. resp. mag.	7.9	7.7	2.8
Telemarketing	0.8	0.7	11.4
Free-standing inserts	5.6	4.6	22.3

Workforce

	1986	1985	% chg
Worldwide	5,005	4,426	13.1
U.S.	3,665	3,205	14.4

Offices

Worldwide: 175; U.S.: 39

1986 billings by major office

($ in millions)	City	Billings
BBDO	Minneapolis	55.1
BBDO	Detroit	148.3
BBDO	New York	486.0
BBDO Chicago	Chicago	113.9
BBDO Chicago	Cincinnati	2.4
BBDO Chicago	Kansas City,	2.8
BBDO Chicago	Avalon, CA	0.3
BBDO Chicago	St. Louis	1.8
BBDO/West	Los Angeles	68.0
BBDO/West	San Francisco	21.3
BDA/BBDO	Atlanta	83.5
Baxter Gurian & Mazzei	Beverly Hills	14.2
Blair Advertising	Rochester, NY	23.1
Blair Advertising	Pittsburgh	1.5
CAK	Miami	10.3
Doremus/PN	New York	234.6
Frank J. Corbett Inc.	Chicago	36.7
Franklin Spier Inc.	New York	22.8
Ingalls/Quinn/Johnson	Boston	117.4
Lavey/Wolff/Swift	New York	59.7
MARCOA DR Group	Chicago	110.0
Tracy-Locke	Philadelphia	16.2
Tracy-Locke	Denver	27.8
Tracy-Locke	Los Angeles	62.8
Tracy-Locke	Dallas	208.2
Waring & LaRosa	New York	75.0

Annual review

BBDO Worldwide growth in the U.S. came largely from buyouts and growth from existing clients. This activity, which included the acquisition of Ingalls & Associates, Boston, and Richard Weiner Inc. (by Doremus), proved the growth margin as new mega-clients like Apple, Polaroid and Equitable basically restocked the business lost largely because of conflicts related to BBDO's merger into Omnicom with DDB Needham. Among clients lost, conflicts sent Stroh Brewery, Pillsbury and Quaker packing. BBDO has consolidated financial returns from its former subsidiary agencies which now fall under the Omnicom catch-all division, Diversified Agency Services. BBDO restated its 1985 figures to reflect current agency lineup.

U.S. accounts

Gained: Apple Computers; Polaroid; Equitable Insurance

Lost: Black & Decker; Stroh Brewery; Pillsbury; Quaker Oats; Almaden; Fisher Price

Foreign accounts

Gained: I.N.H., Gas & Oil Brands; Sony Espanol, tvs, videocassettes; Volvo

Lost: The agency did not report accounts lost

Officers

Norm Campbell, chmn-ceo; Willi Schalk, president-coo; Philip B. Dusenbury, Tom Clark, vice chmns. Batten, Barton, Durstine & Osborne, div BBDO Worldwide—Philip B. Dusenbury, chmn, chief creative officer; Tom Clark, president-ceo; Anthony Lenge, sr vp, treasurer.

Phone: (212) 415-5000

BBDO Chicago

BBDO Chicago reported gross income of $14,788,000 in 1986 on billings of $121,100,000. In 1985, it reported gross income of $13,841,000 on billings of $115,421,000.

The agency's 1986 U.S. volume consisted of $107,268,000 in media, $9,705,000 in materials and services and $4,127,000 in capitalized fees. Its 1985 U.S. volume consisted of $106,200,000 in media, $6,800,000 in materials and services and $2,421,000 in capitalized fees.

BBDO Chicago consists of five agencies—Chicago, Kansas City, Kan., Cincinnati, St. Louis, Avalon, Calif. Figures from these shops were consolidated into BBDO/Chicago.

In 1986, the agency gained: Alberto-Culver hair grooming aids, feminine hygiene spray, anti-static spray, cooking spray, sugar substitute. It lost: Quaker Oats LIFE cereal, Quaker 100% Natural, puffed cereals.

Billings breakdown by media: Newspapers 3%, magazines 6%, supplements 0.6%, radio 4.5%, network tv 53.6%, spot tv 27.3%, cable tv 1.9%, outdoor 0.5%, business papers 2.6%.

Top execs: Roger J. Mohr, chmn; Eric Harkna, president-ceo; Dean Proctor, exec vp; Ernest Stern, exec vp-finance & admin, secretary, treasurer; Andrew Donchak, exec vp, mgmt super; Robert Bailey, exec vp, dir mktg svcs; David Quinnert, sr vp, controller; William Bloink, Robert Pingrey, sr vps, mgmt supers; Don Costello, Phil Gant, sr vps, group creative dirs; Ken Bailey, Charles Kent, sr vps, creative dirs; Robert Garrison, sr vp, media dir; Laura Mackiewicz, sr vp, dir creative operations. Employees: 155.

Phone: (312) 337-7860. ☑

RANK 95

Beber Silverstein & Partners

Miami

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	10.5	9.4	11.7
Billings	70.0	62.0	12.9

U.S. billings

($ in millions)	1986	1985	% chg
Media	59.0	50.5	16.8
Materials & services	6.2	5.5	12.7
Capitalized fees	4.8	6.0	(20.0)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	14.0	12.4	12.9
Magazine	15.4	13.6	12.9
Radio	8.4	7.4	13.5
Network TV	6.3	5.6	12.9
Spot TV	20.3	18.0	12.9
Cable TV	0.7	0.6	12.9
Direct mail	4.2	3.8	11.7

Workforce

	1986	1985	% chg
Worldwide	120	116	3.4
U.S.	120	116	3.4

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Beber Silverstein	New York	N/A
Beber Silverstein	Washington	N/A
Beber Silverstein	Miami	70.0

Annual review

The agency reported gross income of $10.5 million in 1986 on billings of $70 million, up 13% over 1985. New clients included International Medical Centers, Knight-Ridder Newspapers, and Lykes Pasco. Three accounts were lost. Solid growth is anticipated in 1987.

U.S. accounts

Gained: International Medical Centers; Knight-Ridder Newspapers;

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Source: 1986 Survey of Buying Power

WDAM-TV NBC
LAUREL-HATTIESBURG, MISSISSIPPI

Lykes Pasco; Tetra Pak; RoyWest Investment Banking

Lost: Comprehensive American Care; Harley/Helmsley Hotels; Norwegian Caribbean Lines

Officers

Joyce Beber, president; Elaine Silverstein, exec vp; Sid Levin, partner. Sr vps—Russel Slaughter, creative dir; Joel Allerhand, dir media mgmt. Vps—Bruce Goldman, Robert Billings, creative dirs; Dan Abramson, Henry Goldberg, Wayne Sandlin, Charles Roedema, Richard May, Robert Bishopric, Chas Conklin, acct supers; Myer Berlow, mktg, media svcs; Louise Gainey, media dir; Orlando Hernandez, production; David Valdes, controller; Darrington Gayle, broadcast svc; Susan Bishopric, dir pr.

Phone: (305) 856-9800

RANK 48

Bloom Cos.

Dallas

($ in millions)

Worldwide	1986	1985	% chg
Gross income	24.4	21.7	12.4
Billings	189.0	170.0	11.2

☑

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	10.6	18.2	(41.8)
Magazine	29.9	28.6	4.5
Radio	30.4	30.8	(1.3)
Network TV	39.9	12.6	217.0
Spot TV	33.3	27.2	22.4
Outdoor	4.9	8.0	(38.7)

Workforce

	1986	*1985*	*% chg*
Worldwide	304	310	(1.9)
U.S.	304	310	(1.9)

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	*City*	*Billings*
Bloom Cos.	Dallas	150.0
Bloom Cos.	New York	39.0

Annual review

New business gains, especially Sandoz, Alfa Romeo and new product assignments from Nestle's Carnation div accounted for 76% or $14,440,000 of billings growth while current clients, particularly Anheuser-Busch and Zales, contributed the majority of the remaining 24%. The agency gained a potential $100 million in annualized billings from new clients in 1986, while losing an estimated $37.5 million. Of the losses, $25 million coming from Anheuser-Busch Dewey Stevens Wine Cooler.

U.S. accounts

Gained: Dallas—a'Sante Bottled Waters, Dewey Stevens Wine Cooler, Master Cellars Wines, Anheuser-Busch Beverage divs; Honeysuckle Turkeys, Cargill; Juicy Juice, Nestle Foods; Shasta Beverages, National Beverage Co.; Skaggs Alpha Beta, Buttrey's Stores, American Stores; Frontier Airlines; Carnation AOR for spot broadcast. New York—Gannett Outdoor Group; Sterling Optical, IPCO; Mentor Contraceptives; Ex-Lax Laxatives, Triaminic Cough/Cold Remedies, Sandoz; Milano, Spider Veloce autos, Alfa Romeo; Blu Boy Toilet Bowl prods, Glass Wax, Lavender Sachet Fabric Softener, Airwick Industries; Pentax Cameras, Asahi Optical; Hot Shot Schnapps, Glenmore

Lost: Dallas—Frontier Airlines; Farm Rich Snack Stick, SeaPak Fish Fillets, Booth/Wakefield Fish Fillets, SeaPack; Feen-A-Mint, Schering-Plough; Dewey Stevens Wine Coolers, Anheuser-Busch Beverage div; Big A Auto Parts, Wickes. New York—Amaretto di Saronno, Paddington; Florida Gold Orange Juice, Lykes Meats, Lykes Brothers

Officers

Bloom Cos.—Robert H. Bloom, chmn-ceo; C. Anthony Wainwright, president-coo; Marion T. Flores, exec vp, cfo; Christy Marshall, sr vp, dir-corp communications. Bloom Agency, Dallas—C. Anthony Wainwright, ceo; Paul MacMahon, chmn-ceo; Sherri Babcock, sr vp, mgmt super; Arlen D. Bryant, sr vp-creative business affairs; Robert D. Cecil, sr vp, dir-rsch; Ian Fawn-Meade, John P. Kendrick, sr vps, creative dirs; Stephen Price, sr vp, group mgmt super; Richard Schiera, sr vp, creative dir; David Tracy, sr vp, media dir. Bloom Agency, New York—Robert H. Bloom, ceo; Jeffrey I. Fine, chmn-ceo; C. Anthony Wainwright, vice chmn; Penelope J. Hawkey, president, creative dir; Robert Ballerini, sr vp, group mgmt super; James Clarke, Hal Goluboff, sr vps, assoc creative dirs; Christy Marshall, sr vp, dir-corp communications; Steve McCloskey, sr vp, group mgmt super; Lili Rodriguez, sr vp, media dir; Barbara Russo, sr vp, assoc creative dir. Bloom Public Relations—Alan Hilburg, president

Phone: (214) 638-8100 ☑

RANK 14

Bozell, Jacobs, Kenyon & Eckhardt

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	175.6	163.7	7.3
Billings	1,250.0	1,150.0	8.7

U.S.	1986	1985	% chg
Gross income	157.1	145.7	7.8
Billings	1,125.0	1,030.0	9.2

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	718.9	700.3	2.7
Materials & services	170.7	130.0	31.3
Capitalized fees	235.4	199.4	18.1

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	165.4	138.0	19.8
Magazine	262.1	206.0	27.2
Radio	148.5	146.3	1.5
Network TV	257.6	214.2	20.3
Spot TV	226.1	257.5	(12.2)
Cable TV	23.6	21.6	9.2
Outdoor	20.3	12.4	63.8
Yellow Pages	21.4	34.0	(37.1)

Workforce

	1986	*1985*	*% chg*
Worldwide	2,068	2,200	(6.0)
U.S.	2,068	2,200	(6.0)

Offices

Worldwide: 64; U.S.: 64

1986 billings by major office

($ in millions)	*City*	*Billings*
BJK&E	Minneapolis	72.5
BJK&E	Union, N.J.	24.0
BJK&E	Chicago	116.0
BJK&E	Omaha, Neb.	40.0
BJK&E	Boston	40.0
BJK&E	Houston	15.0
BJK&E	Atlanta	36.0
BJK&E	New York	295.0
BJK&E	Dallas	225.0
BJK&E	Los Angeles	121.5
BJK&E	Detroit	140.0

Annual review

U.S. billings grew by $95 million in 1986, split 50/50 between new and existing business. Annualized gains of $250 million, the big contributions from Merrill Lynch ($40 million) and DeLaurentiis ($30 million), will mature into full-year contributions in 1987, offsetting annualized losses of $109 million, which include Lee ($25 million) and Jaguar ($15 million).

U.S. accounts

Gained: Amway; Lorimar Films; DeLaurentiis Entertainment Group; Merrill Lynch; Revlon; Cullinet Software; Coleco; U.S. Air Force; Sandoz; National Guard; National Pork Council; Wagner Spray Tech; Dial Antiperspirant; 3M-various divs

Lost: Alberto-Culver; Control Data; Prudential Bache; Jaguar; Sealy, Inc.; Lee Co.; Jewel Food Stores; Osco Drug; Skaggs Alpha Beta; Bank of New England.

Foreign accounts

Gained: Gruppo Prime, Gruppo Editoriale Fabri, Toro Assicurazioni—Italy; Texas Instruments—France, Germany, Spain; Revlon, Merrill Lynch—Germany, Canada; Spanish National Tourism—Germany

Lost: Club Mediterranee—France, Italy; Helena Rubinstein—Italy, Germany, Mexico; Phildar—France; Banamex—Mexico

Officers

Alan J. Jacobs, chmn emeritus; Liener J. Temerlin, chmn; Leo-Arthur Kelmenson, chmn-exec committee; Joseph Caggiano, vice chmn-cfo; David Bell, Stephen Frankfurt, vice chmns; Ron DeLuca, president; Charles D. Peebler Jr., ceo; Don H. Carlos, Sidney Marshall, exec vps; Kenneth E. Gard, exec vp, treasurer; H.E. Borst, sr vp, secretary; Joseph Engelbert, sr vp, comptroller; David Harken, sr vp, budget dir; John L. Johnson, sr vp, data programming mgr; Duane Schlichting, Michael L. Schultz, sr vps; Mark Dillman, Raymond Willis, vps

Phone: (212) 206-5000

RANK 64

Earle Palmer Brown Cos.

Bethesda, Md.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	17.1	14.3	19.7
Billings	142.1	103.6	37.1

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	72.3	—	—
Materials & services	13.9	—	—
Capitalized fees	55.9	—	—

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	25.0	—	—
Magazine	14.0	—	—
Radio	20.0	—	—
TV	45.0	—	—
Outdoor	1.0	—	—
Bus. papers	4.0	—	—
Transit	1.0	—	—
Point of sale	3.0	—	—
Direct mail	14.0	—	—
Telemarketing	1.0	—	—

Workforce

	1986	*1985*	*% chg*
Worldwide	295	265	7.5
U.S.	295	265	7.5

Offices

Worldwide: 5; U.S.: 5

1986 billings by major office

($ in millions)	*City*	*Billings*
Earle Palmer Brown	Newark, N.J.	N/A
Earle Palmer Brown	Bethesda, Md.	105.0
Earle Palmer Brown	Richmond, Va.	6.0
Earle Palmer Brown	Philadelphia	31.0
Earle Palmer Brown	Chicago	N/A

Annual review

The 37.1% growth in billings came from the opening of a media buying division ($19,166,000 in billings), and from new clients ($19,297,000), each claiming half of the $38,463,000 in growth. Some of the larger gains recorded by the agency: USAir and Freddie Mac, $20 million; Bailey Deardourff & Sipple, from in-house, $17 million; Sheraton Hotels (northeast), $4 million; New Jersey Transit, $3 million. The agency lost two $3 million accounts: Chevy Chase Savings & Loan and Philadelphia Electric. The agency opened new offices in Newark and Richmond, and entered into a joint venture in Chicago with McConnaughy Barocci Brown. Subsidiary billings are included in capitalized totals.

U.S. accounts

Gained: USAir; Freddie Mac; Marcal Paper; Sheraton Hotels, Northeast Region; Alfandre Development; Ryan Homes, Richmond; WRC-TV, Washington; Bailey Deardourff & Sipple; Big Boys West; Cellular One of Pennsylvania; Commercial Office Environments; Traffic Safety Now Coalition for Washington; Avelex; New Jersey Transit; Tri-State Honda Dealers; Travelers Insurance

Lost: Chevy Chase Savings & Loan; Baltimore Sunpapers; Pulte Builders; Howard Research & Devel; AFIPS: Philadelphia Electric; PEP Boys; Clover Stores; Wall-to-Wall Stores

Officers

Jeb Brown, president-ceo; Earle Palmer Brown, chmn; Michael Turner, vice chmn; Mark Goldstein, president-Washington; George Gunn, president-Philadelphia; George Woltz, president-Richmond; Ron Mueller, president-pr; Tom McConnaughy, president-McConnaughy Barocci Brown-Chicago; Burce Odza, exec vp, genl mgr-Washington; Montelle Newman, exec vp-media & admin; Bob Putnam, exec vp-finance; Michael Meyer, exec vp, genl mgr-Philadelphia; Brian Meredith, exec vp, exec creative dir-Philadelphia; Howard Rice, chmn-Philadelphia; Rick Hatch, sr vp, planning & rsch; Frank Becker, sr vp-media; Joe Carri, Tom Hemphill, sr vps, creative dirs; Clark Tyler, sr vp-public affairs; Ed Moore, sr vp-pr, genl mgr-Philadelphia; Bob Mc Kelvie, Elaine Gingold, sr vps, rsch; LaNeil Gregory, Claire Geir, sr vps, mgmt supers; Michael Hughes, sr vp, genl mgr-Brown direct; Bill Crandall, sr vp, genl mgr-Newark

Phone: (301) 657-6004

RANK 12

Leo Burnett Co.

Chicago

($ in millions)

Worldwide	1986	1985	% chg
Gross income	292.3	269.4	8.5
Billings	2,061.8	1,868.5	10.3

U.S.	1986	1985	% chg
Gross income	188.1	179.7	4.7
Billings	1,361.6	1,269.9	7.2

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	1,146.0	1,075.3	6.6
Materials & services	159.9	147.0	8.7
Capitalized fees	55.7	47.6	17.0

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	70.3	79.3	(11.3)
Magazine	165.9	161.6	2.7
Supplements	16.3	28.9	(43.5)
Radio	25.4	22.[illegible]	12.4
Network TV	591.9	550.2	7.6
Spot TV	163.9	150.0	9.3
Cable TV	14.4	—	—
Outdoor	97.8	82.8	18.2
Point of sale	9.0	9.5	(4.8)

Workforce

	1986	*1985*	*% chg*
Worldwide	4,064	3,997	1.7
U.S.	1,768	1,657	6.7

Offices

Worldwide: 43; U.S.: 5

Annual review

Most of Burnett's 1986 increase in billings came from existing clients, with only 10% attributed to new accounts. Domestic gains from existing clients included an additional $50 million from Kraft, $25 million from P&G and $15 million each from Kellogg and UAL. Overseas additional business came from McDonald's in Argentina and the U.K., totalling $10 million. The agency is strengthening its hand in the direct marketing area, bringing in Jerry Reitman, formerly of the Reitman Group, to head up its new internal direct marketing operation.

Top 10 agencies by % growth in worldwide gross income

Rank	Agency	Worldwide gross income % chg	1986	1985
1	Martin Agency	73.3	$13.5	$7.8
2	Scali, McCabe, Sloves	54.4	77.5	50.2
3	Levine, Huntley, Schmidt & Beaver	43.9	18.8	13.1
4	Wunderman Ricotta & Kline	39.1	49.1	35.3
5	Ogilvy & Mather Direct Response	38.8	68.0	49.0
6	Direct Marketing Group	34.7	23.7	17.6
7	Fahlgren & Swink	32.8	17.1	12.9
8	TBWA Advertising	32.3	65.7	49.6
9	W.B. Doner & Co.	28.8	36.3	28.2
10	McKinney & Silver	24.0	15.5	12.5

Top 10 agencies by % growth in U.S. gross income

Rank	Agency	U.S. gross income % chg	1986	1985
1	Martin Agency	73.3	$13.5	$7.8
2	Scali, McCabe, Sloves	70.5	62.4	36.6
3	Levine, Huntley, Schmidt & Beaver	43.9	18.8	13.1
4	Direct Marketing Group	34.7	23.7	17.6
5	Fahlgren & Swink	32.8	17.1	12.9
6	Wunderman Ricotta & Kline	27.8	33.7	26.3
7	W.B. Doner & Co.	25.7	32.6	26.0
8	McKinney & Silver	24.0	15.5	12.5
9	Ketchum Communications	21.8	69.3	56.9
10	Doremus Porter Novelli	20.8	31.7	26.3

NOTES: Dollars in millions.
Compiled from the top 100 agencies

Top 10 agencies by % growth in worldwide billings

Rank	Agency	Worldwide billings % chg	1986	1985
1	Martin Agency	73.4	$90.3	$52.1
2	Scali, McCabe, Sloves	66.3	556.6	334.7
3	Levine, Huntley, Schmidt & Beaver	43.3	125.2	87.4
4	Wunderman Ricotta & Kline	39.0	327.5	235.6
5	Doremus Porter Novelli	37.9	240.8	174.7
6	Ogilvy & Mather Direct Response	37.2	454.0	331.0
7	Earle Palmer Brown Cos.	37.1	142.1	103.6
8	TBWA Advertising	37.0	453.5	330.9
9	Direct Marketing Group	36.5	138.7	101.6
10	Fahlgren & Swink	34.6	113.9	84.6

Top 10 agencies by % growth in U.S. billings

Rank	Agency	% chg	U.S. billings 1986	1985
1	Scali, McCabe, Sloves	86.8	$455.6	$243.9
2	Martin Agency	73.4	90.3	52.1
3	Levine, Huntley, Schmidt & Beaver	43.3	125.2	87.4
4	Earle Palmer Brown Cos.	37.1	142.1	103.6
5	Direct Marketing Group	36.5	138.7	101.6
6	Doremus Porter Novelli	35.4	234.6	173.2
7	Fahlgren & Swink	34.6	113.9	84.6
8	Ketchum Communications	28.7	488.5	379.5
9	Wunderman Ricotta & Kline	27.8	224.5	175.7
10	Medicus Intercon International	26.6	82.4	65.0

U.S. accounts

Gained: Pepsico, Seven-Up International; Rich-dson-Vicks.
Lost: none.

Officers

Hal Adams, chmn-ceo; Richard Fizdale, president; Jack Kraft, vice chmn-admin, finance; Bill Lynch, chmn, ceo, USA; Ted Bell, president, dir-creative svcs, USA; Jack Smith, vice chmn, dir-creative svcs, Worldwide; Rob Nolan, vice chmn-creative svcs, USA; Hank Feeley, chmn, ceo-International; Michael Conrad, president, dir-creative svcs, International
Phone: (312) 565-5959

Campbell-Ewald Worldwide

RANK
19

Detroit

($ in millions)

Worldwide	1986	1985	% chg
Gross income	87.6	82.2	6.6
Billings	584.2	548.3	6.6

☑

1986 billings by major office

($ in millions)	City	Billings
Campbell-Ewald	Los Angeles	23.8
Campbell-Ewald	Miami	16.2
Campbell-Ewald	Warren, Mich.	464.6
Campbell-Ewald	New York	77.0
Campbell-Ewald	Chicago	2.6

Annual review

Campbell-Ewald in celebrating its 75th anniversary in 1986 became wholly stateside-oriented by divesting its overseas operations to Lowe Marschalk, both agencies of which are part of Interpublic. It also sold its Richmond office, closed shops in Boston and Pittsburgh and reorganized operations by placing non-traditional ad services in a new division called CECO Services. CE expects a healthy 1987, in part because it gained a potential $27 million in annualized billings against annualized losses of $5 million.

U.S. accounts

Gained: *Detroit News*; Sitmar Cruise Lines; Hiram Walker, 3 Brands; Cargo Control Corp of America; ITT Automotive.
Lost: Steelcase; Brown & Williamson; Tofu Time.

Officers

Richard D. O'Connor, chmn-ceo; Peter A. Dow, president-coo; Robert P. Roselle, exec vp, treasurer. Exec vps: James I. Bernardin, Sean K. Fitzpatrick, Jan T.L. Homan, James V. McConnell Jr., Ronald W. Mitchell, R. Hamilton Schirmer, Louis M. Schultz, William J. Tausch, Eugene F. Taylor. Senior vps: James C. Arthur, John A. Barczyk, Neil Costa, Neal Dearling, Robert J. Gervason, Anthony J. Hopp, Molly A. Hudson, Joseph V. Karle Jr., Harold A. Margolis, John S. Momeyer, Dennis H. Plansker, Lawrence M. Rau, Roderick G. Smith, Eugene H. Tashoff, Donald D. Williams, group sr vps: Edwin L. Acker, James J. Barry, Michael O. Bell, Harold W. Bickner, Jr., James T. Birchfield, Paul B. Blustain, Louis H. Bridenstine Jr., Dennis G. Connaughton, John L. Dauer, Craig A. Denton, R. David Eick, James F. Else, John G. Farsakian, Frank Fraser, jr., Ronald D. Geskey, Suzanne H. Gilbert, Frederick W. Gordon, Donald L. Gould, Bernard Guggenheim, John B. Hammond, Jr., Jack Hartgen, Robert F. Henry, Jeffrey Jacobs, Michael N. Kahn, James A. Lodge, William Ludwig, Glenn T. Marrichi, Robert I. Mitchell, II, Barbara A. Munro, James D. Nicoll, Robert F. Ovies, David M. Platt, William D. Richards, Karen Ritchie, Susan C. Ritenour, David W. Roddy, Michael R. Rogers, Robert A. Rosiek, Warren Ruden, Milton J. Sandling, Jr., Gunther Saupe, Judith E. Sawyer, Jeffrey T. Seregny, L. Keith Stentz, Peter A. Tarakajian, Thomas A. Thomson, Michael L. Tuite, Eugene Turner, Francisco Vergara, Martin F. West.
Phone: (313) 574-3400

Campbell-Mithun

RANK
27

Minneapolis

($ in millions)

Worldwide	1986	1985	% chg
Gross income	57.1	49.8	14.6
Billings	380.2	331.8	14.6

Workforce

	1986	1985	% chg
Worldwide	804	1,172	(31.4)
U.S.	804	809	(0.6)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	35.0	30.9	13.4
Magazine	52.1	46.8	11.3
Supplements	5.7	5.4	6.2
Radio	26.2	22.9	14.6
Network TV	46.4	43.5	6.7
Spot TV	133.5	104.8	27.3
Outdoor	3.0	3.2	(5.6)
Bus. papers	12.2	10.6	14.6
Farm publications	3.0	2.9	6.6
Direct mail	3.0	3.1	(2.4)

Workforce

	1986	1985	% chg
Worldwide	726	696	4.3
U.S.	726	696	4.3

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	City	Billings
Campbell-Mithun	Minneapolis	246.0
Campbell-Mithun	Chicago	134.2

Annual review

Existing client base provided 55% of the year-to-year billings growth at this Ted Bates network agency, with especially good gains coming from Kroger, ($13 million), Lowe's ($9 million), Anderson, General Mills. New business gains added the remaining 45%. New business also brought a potential $60 million in annualized billings, while losses were held to $14 million with the majority coming from the departure of Montgomery Ward ($4 million) and Pentax ($4 million).

U.S. accounts

Gained: Lowe's Inc.; Lincoln Manufacturing; Mercury Marine; Rust Pen, Carpet Protector, 3M; Toro Home Improvement div; Anderson public relations; Wilson Processed Meats; GMI, Suddenly Salad, Project Pen, Project Pyramid; Sandoz Nutrition; ConAgra; Growlane; Kroger Meat Excellence Program; Barton Brands, new prod
Lost: Schwinn Bicycle; Montgomery Ward; *Chicago Sun-Times*; Pentax; Walter Heller; United Health Care Corp

Officers

William D. Dunlap, chmn, ceo; William E. Stein, president, coo; Joseph L. Berner, Madeline Betsch, H. David Francis, Marvin S. Goldsmith, Jordan H. Krimstein, Howard P. Liszt, Kenneth A. Probst, Bruce T. Sutherland, Gene Zaske, exec vps; Dean R. Koutsky, vice chmn; David A. Oium, cfo
Phone:(612) 347-1000

Chiat/Day Advertising

RANK
31

Los Angeles

($ in millions)

Worldwide	1986	1985	% chg
Gross income	47.1	44.1	6.8
Billings	314.1	294.3	6.7

U.S. billings

($ in millions)	1986	1985	% chg
Media	211.3	176.8	19.5
Materials & services	36.6	27.5	33.1
Capitalized fees	66.2	90.0	(26.4)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	40.8	29.4	38.8
Magazine	66.0	38.3	72.4
Radio	25.1	29.4	(14.6)
Network TV	78.5	117.7	(33.3)
Spot TV	94.2	58.9	60.1
Cable TV	—	5.9	—
Outdoor	9.4	11.8	(19.9)

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Chiat/Day Advertising	Los Angeles	141.0
Chiat/Day Advertising	San Francisco	97.1
Chiat/Day Advertising	New York	76.0

Annual review

Despite the exit last September of Apple Computer and its $40 million in billings, Chiat/Day expects 1987 billings to increase through new account gains and internal growth. Over-all, $55 million in annualized billings left the agency, but a potential $45 million in annualized billings was regained. The biggest gainers were Quaker's Golden Grains, $10 million, Kitchens of Sara Lee, $9 million, and Ricoh office products and cameras, $9 million. Since the beginning of 1987, the agency has added a potential $14 million in annualized billings from accounts National Car Rental, Royal Caribbean Cruises, and Fox Broadcasting. The agency expects existing clients, World of Wonder, toys, Nynex, Yellow Pages, MaxiCare HMO, Home Savings & Loan, and California Cooler to continue their high growth patterns in 1987.

U.S. accounts

Gained: Amblin Entertainment; Foster Farms; Berelson, sea legs; Quaker, Golden Grains; Rayton Fissore; Arrow Shirts; Ricoh Office Products & Cameras; Rockport; Kitchens of Sara Lee.
Lost: Apple Computer; Neutrogena; Nike; Collagen; Bijan; Integrated Resources; Trump Casino Hotel

Officers

Jay Chiat, chmn-ceo; Lee Clow, president, exec creative dir; Fred Goldberg, exec vp, coo; Robert Wolt, exec vp, genl mgr-N.Y.; Gene Cameron exec vp, dir-corp mktg; Steve Hunt, exec vp, cfo; Greg Helm, sr vp, genl mgr-L.A.; Sharon Stanley, sr vp-corp adm; Jane Newman, sr vp, dir acct mgmt-N.Y.; Bill Hamilton, sr vp, creative dir-N.Y.; Bob Dion, sr vp, assoc creative dir-N.Y.; Ross Van Dusen, sr vp, creative dir-S.F
Phone: (213) 622-7454

Cochrane Chase Livingston

RANK
97

Newport Beach, Calif.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	10.4	8.9	17.1
Billings	78.5	69.5	13.0

☑

Annual review

Strong growth in all three groups (consumer, business systems and med-bio-science) gave the agency a 13% increase in billings in 1986. Losses were not significant. The agency opened its third office, this one in Palo Alto, expanding the services of its med-bio-science group.

U.S. accounts

Gained: Compcare; Pactel Mobile Cos.; Pacificare; Pirelli; S. California Chevrolet Dealers; Leisure Technology; Epson Computers; Coldwell Banker; Lucky Food Stores; United Western Medical Centres; Fidelity Federal Savings & Loan; Melvin Simon Associates; Dollar Rent-A-Car; Seafood Broiler Restaurants; American Edwards; Beckman DSG International; Altex; Collagen Corp.; PacTel, corp; Sofina Cosmetics; Cops for Kids, pr; Syntex Medical Diagnostics
Lost: Computer Automation; Printronix; Bell Helmets; Carl Karcher Enterprises; Akai America; Pacific Savings Bank; Marriott Hotels, pr

Officers

Cochrane Chase, chmn; Lynn Livingston, president; Frank Addis, sr vp, group super-med-bio science; John Butcher, sr vp, consumer group super; Clark Wilson, vp, dir-business devel; Don Cunningham, sr vp, mgr-Los Angeles; Hal Hayes, vp, mgmt super-Los Angeles; Gary Cunningham, Carolyn Johnson, sr vps, creative dirs; Ray Roschmann, sr vp, group super-business svcs; John Rutledge, sr vp, cfo
Phone: (714) 720-0300

Cole & Weber

RANK
70

Seattle

($ in millions)

Worldwide	1986	1985	% chg
Gross income	15.4	17.0	(9.2)
Billings	106.0	121.6	(12.8)
U.S.	**1986**	**1985**	**% chg**
Gross income	13.4	15.5	(13.6)
Billings	90.5	110.5	(18.1)

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	44.3	60.2	(26.3)
Materials & services	10.6	11.8	(10.5)
Capitalized fees	35.6	38.5	(7.5)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	20.8	21.0	(0.8)
Magazine	13.6	18.8	(27.7)
Radio	15.4	17.7	(12.9)
Network TV	3.6	2.2	63.9
Spot TV	16.3	29.8	(45.4)
Outdoor	3.6	3.3	9.2
Bus. papers	16.3	16.6	(1.7)
Yellow Pages	0.9	—	—

Workforce

	1986	1985	% chg
Worldwide	252	[illegible]	(4.9)
U.S.	204	223	(8.5)

Offices

Worldwide: 7; U.S.: 5

1986 billings by major office

($ in millions)	City	Billings
Cole & Weber	San Francisco	10.0
Cole & Weber	Seattle	53.0
Cole & Weber	Salt Lake City	8.0
Cole & Weber	Los Angeles	9.5
Morton/Cole & Weber	Portland, Ore.	10.0

Annual review

Client cutbacks in spending and a drop in tv rates accounted for the 18% decline in U.S. billings. Brisk business in its Canadian operation led to a 3% increase in international billings, but it did not stem the overall loss of Cole & Weber's total volume, down 12.8% from 1985. Six new accounts brought in $10 million in new billings, led by FHP, an HMO.

Cole & Weber indicated budgets of existing clients are moving back toward pre-1986 levels, suggesting a stronger performance for the agency in 1987.

U.S. accounts

Gained: FHP, an HMO; Hardees, restaurants; Metro Transit; Stateline, casino; Washington State Tourism, commission
Lost: Godfathers Pizza; Kenworth N.W., truck manufacturer

Officers

Harold C. Dixon, chmn; Harold A. Newsom, president-ceo; Richard G. Hadley, vice chmn; Rene J. Ferran, treasurer; William G. Viert, secretary; Leonard L. Bartlett, vice chmn-Calif. Dale Robley, exec vp, mng dir-Portland; Gene Sokol exec vp, mng dir-San Francisco; Dave Thomas exec vp, mng dir-Salt Lake City; Robert Wheatley, exec vp, dir-pr; Robert Bryant, president-WestCan-Cole & Weber
Phone: (206) 447-9595

Cramer-Krasselt Co.

RANK
100

Milwaukee

($ in millions)

Worldwide	1986	1985	% chg
Gross income	10.3	8.7	17.6
Billings	70.4	59.1	19.0

U.S. billings

($ in millions)	1986	1985	% chg
Media	52.3	45.3	15.5
Materials & services	8.2	7.0	17.2
Capitalized fees	9.9	6.8	43.9

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	7.0	5.7	22.9
Magazine	12.9	10.9	18.3
Radio	2.6	2.1	26.9
Network TV	11.0	9.8	13.1
Spot TV	15.2	12.6	20.7
Outdoor	0.7	0.5	28.8
Bus. papers	5.3	4.8	10.5
Yellow Pages	0.7	0.6	6.6
Dir. resp. mag.	6.8	5.2	30.8

Workforce

	1986	1985	% chg
Worldwide	139	127	9.4
U.S.	139	127	9.4

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Cramer-Krasselt	Milwaukee	36.2
Cramer-Krasselt	Chicago	28.1
Cramer-Krasselt	Phoenix	6.0

Annual review

The strong take-off of its new pr division and a 40% surge in Chicago office billings from the assignment of Sears Discover Card Services, along with 10 other new clients, accounted for Cramer-Krasselt's 19% increase in billings in 1986. The agency's overall growth came from a 30% increase in billings from existing clients and 70% from new clients. The agency affiliated with Barker Jessup & Partners in London to better serve its international clients.

U.S. accounts

Gained: American Appraisal Associates; Carver Boat Co.; Excalibur Automobiles; Peck div, Sara Lee; Universal Foods Corp.; Discover Card Services; Ragold, Velamints; Skil Corp.; United Airlines, direct; Estes Co.; Peter Piper Pizza
Lost: Merkt's Cheese; WBBM-am

Officers

Paul S. Counsell, chmn-ceo; Peter G. Krivkovich, president, coo; Theodore J. Wing, chmn-exec committee; Rolf G. Normann, exec vp, genl mgr, Cramer-Krasselt-Phoenix; Philip May, exec vp, genl mgr, Cramer-Krasselt, direct; William D. Faude, sr vp, secretary; Robert J. Bradley, vp, treasurer; Neil Cassey, sr vp-creative dir.
Phone: (414) 276-3500

Public relations' influence on top 10 agencies

Rank W/out PR	Rank With PR	Agency	Worldwide gross income without PR	Agency PR company	PR co. fee	Worldwide gross income
1	1	Young & Rubicam	$505.6	Burson-Marsteller	$122.8	$628.4
2	2	Saatchi & Saatchi Compton	490.5	Rowland-Saatchi	20.5	490.5
3	3	Ted Bates Worldwide	486.0	N/A	N/A	486.0
4	4	J. Walter Thompson Co.	471.0	Hill & Knowlton	100.2	471.0
5	5	Ogilvy & Mather	459.6	Ogilvy & Mather PR	31.0	459.6
7	6	McCann-Erickson Worldwide	427.7	N/A	N/A	427.7
6	7	BBDO Worldwide	424.2	Doremus Porter Novelli	20.9	445.1
8	8	DDB Needham	375.0	N/A	N/A	375.0
9	9	D'Arcy Masius Benton & Bowles	314.6	Manning, Selvage & Lee	21.7	336.3
10	10	Foote, Cone & Belding	305.6	Golin Harris Communications	17.4	323.0

NOTES: Dollars in millions. Some agencies report their PR activities to ADVERTISING AGE without breaking them out. This chart is a composite of the AA top 10 by worldwide gross income and the 1987 edition of "O'Dwyers Dictionary of PR Firms." AA accepts PR if the unit is not considered an autonomous unit by the agency.

Creswell, Munsell, Fultz & Zirbel

RANK 93

Cedar Rapids, Iowa

($ in millions)

Worldwide	1986	1985	% chg
Gross income	10.8	10.1	6.6
Billings	71.9	67.5	6.6

☑

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	4.3	2.7	59.9
Radio	10.8	7.4	45.4
Spot TV	13.7	12.1	12.5
Outdoor	1.4	0.7	113.2
Bus. papers	4.3	2.0	113.2
Farm publications	13.7	16.2	(15.6)

Workforce

	1986	1985	% chg
Worldwide	174	172	1.2
U.S.	174	172	1.2

Offices

Worldwide: 2; U.S.: 2

Annual review

Given the depressed state of agricultural business, which makes up a major portion of CMF&Z's client base, the agency's 6.6% increase in year-to-year billings takes on real significance. While advertising activity originates at offices in Cedar Rapids and Des Moines, the pr division also operates in New York City, Orlando and San Diego. New business gains included the Iowa Lottery Commission and 9 other accounts, 6 for pr only.

U.S.accounts

Gained: Buffalo Bills; DeLong Sportswear; Iowa Lottery Commission; Merit Corp., real estate investments; Met-Coil Systems Corp., pr only; LeaseAmerica Corp., pr only; Chiquita Brands, pr only; FEV of America, engineering consulting, pr only; Fitness Dimensions, pr only; Florida Choice, food and drug stores, pr only

Lost: Alnor Instrument Co.; Duds 'n Suds Corp.; Freedom Banking; Frye Copysystems; Iowa Gas; Merchants National Bank; Banks of Iowa; Ross Daniels Inc.; Rousch Products Co.

Officers

E. William Munsell, chmn, exec vp-Y&R Advertising, U.S. National Group; Richard D. Meycocks, president-ceo; William J. Fultz, exec vp, mng dir-Des Moines; Richard F. Mayes, sr vp, mng dir-pr; Marvin L. White, sr vp, mng dir-Cedar Rapids; James E. Meeks, sr vp, treasurer, business affairs dir; Weston R. Ritchie, sr vp, acct super; Gerald L. Anderson, sr vp, associate creative dir; Frank C. Baker Jr., sr vp, acct mgmt dir; Robert N. Cline, sr vp, mktg, media svcs dir; William H. Fritz, sr vp, exec art dir; Ronald D. Howes, sr vp, creative dir; Terry J. Stoffer, sr vp, client svcs dir; Ira W. Way, sr vp, acct super

Phone: (319) 395-6500

C&W Group

RANK 36

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	38.4	51.0	(24.6)
Billings	274.3	339.9	(19.3)

U.S. billings

($ in millions)	1986	1985	% chg
Media	227.4	284.8	(20.2)
Materials & services	29.9	33.9	(11.8)
Capitalized fees	17.0	21.2	(19.8)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	5.4	10.2	(46.6)
Magazine	29.5	27.2	8.6
Medical journ.	0.2	—	—
Supplements	0.5	—	—
Radio	9.2	—	—
Network TV	112.4	166.6	(32.5)
Spot TV	66.5	95.2	(30.2)
Outdoor	0.9	6.8	(87.1)
Yellow Pages	2.8	—	—
Direct mail	17.0	20.4	(16.6)

Workforce

	1986	1985	% chg
Worldwide	499	560	(10.9)
U.S.	499	560	(10.9)

Offices

Worldwide: 5; U.S.: 5

1986 billings by major office

($ in millions)	City	Billings
BBDM/C&W	Chicago	22.3
Cunningham & Walsh	New York	159.7
Direct Marketing Agcy	Stamford, Ct.	60.4
Reiser Williams deYong	Irvine, Calif.	31.9

Annual review

In December, C&W Group, then a subsidiary of Mickelberry Corp., agreed to merge forces with NW Ayer for an estimated $30 million. Included in the sale were C&W, Direct Marketing Agency, and Reiser Williams DeYong. The merged agency is expected to retain the NW Ayer name. After the transaction, Mickelberry Corp. will be left with Laurence, Charles, Free & Lawson and BBDM/Cunningham & Walsh, Chicago. The decrease in 1986 billings reflects the 1985 loss of Mitsubishi Motors ($35 million), the selling of the San Francisco office and resulting resignation from the Qantas account ($5 million), and the closing of offices in Dallas and Fountain Valley, Calif. Billings could rise dramatically in 1987 from the potential new business gains of $40 million annualized, mostly from P&G's Duncan Hines contributing the majority, against annualized declines amounting to $14 million, with the resigned Ricoh account comprising the majority.

U.S. accounts

Gained: NCR, ATM div; Procter & Gamble, Duncan Hines Baking Mixes; Pizza Hut, Delivery; Panasonic Office Automation; Midwest Express Airlines; Glenbrook Labs, Calcitrel, Diaparene; Coopervision

Lost: Ricoh, Skil, Tandon

Officers

Anthony C. Chevins, chmn-ceo; Horace M. Malfa, president-coo; Warren E. Albright, exec vp; Norman J. Suslock, chmn-Direct Marketing Agency; Richard J. Reiser, chmn-Reiser Williams deYong

Phone: (212) 683-4900

Dailey & Associates

RANK 54

Los Angeles

($ in millions)

Worldwide	1986	1985	% chg
Gross income	21.1	20.1	4.8
Billings	140.6	140.9	(0.2)

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Annual review

Billings fell for the second successive year, this time by 0.1% caused by Honda budget cutbacks, and the loss of Western Airline ($25 million) when it was purchased by Delta. Gain of the California Lottery account ($30 million annualized) in April, 1987, offers hope for 1987 billings growth.

U.S. accounts

Gained: Franklin Mint

Lost: Air New Zealand; Godfather's Pizza

Officers

Phillip Joanou, chmn-ceo; Clifford J. Einstein, president, creative dir; Stephen W. Chabre, exec vp-coo

Phone: (213) 386-7823

D'Arcy Masius Benton & Bowles

RANK 9

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	336.3	330.7	1.7
Billings	2,258.6	2,229.5	1.3

U.S.	1986	1985	% chg
Gross income	192.2	197.5	(2.7)
Billings	1,299.5	1,333.1	(2.5)

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	1,299.5	1,333.1	(2.5)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	52.0	66.7	(22.0)
Magazine	168.9	160.0	5.6
Radio	111.8	133.3	(16.2)
Network TV	604.3	599.9	0.7
Spot TV	319.7	333.3	(4.1)
Outdoor	26.0	26.7	(2.5)
Yellow Pages	16.9	13.3	26.7

Workforce

	1986	1985	% chg
Worldwide	6,077	6,375	(4.7)
U.S.	2,528	2,809	(10.0)

Offices

Worldwide: 94; U.S.: 29

1986 billings by major office

($ in millions)	City	Billings
DMB&B	New York	536.4
DMB&B	Minn./St. Paul	5.0
DMB&B	San Francisco	23.0
DMB&B	St. Louis	196.0
DMB&B	Los Angeles	21.0
DMB&B	Chicago	132.0
DMB&B	Detroit	234.2
DMB&B	Houston	14.0
Manning, Salvage & Lee	New York	121.0
DMB&B	Atlanta	15.0
Latino Americano	Miami	2.0
Medicus Intercon	New York	82.4

Annual review

DMB&B in 1986 continued to consolidate its operations following the merger in mid-1985 of D'Arcy McManus Masius and Benton & Bowles. The combined unit, which suffered a 5.8% decline in billings in 1985 over the prior year as a number of clients withdrew their business citing account conflicts, eked out a worldwide gain of 1.3% in 1986 after factoring a 7% gain in foreign billings against a decline of 2.5% in U.S. billings. The agency acquired offices in Japan, Mexico, Saudi Arabia and Thailand to buttress its global presence, but withdrew from Atlanta, Minneapolis and Houston where it had small offices, and in February, 1987, sold Poppe Tyson to Lorimar's USAdvertising.

U.S. accounts

Gained: MCI; Winchester; American Tobacco; A&P; Wiltshire International; Hillshire Farms; Hughes Aircraft; Dinkum Dogs; Conagra, Armour Classic Lite, Dinner Classics, Morton Frozen Foods; Anheuser-Busch, Dewey Stevens Wine Cooler; General Foods, Louis Rich, Good Seasons; Richardson-Vicks, Formula 44, inhaler; Van De Kamps, health club, seafood entrees; Oroweat, Boboli, California Loaf; Wilson Sporting Goods; California Avocado; Upjohn; Mars, Combos; Kal Kan, Mealtime

Lost: Verbatim; Beatrice, County Line cheese; Procter & Gamble, Pepto Bismol; Allied Van Lines; Equitable Life Assurance; Brown Foreman/Garneau; U.S. Air Force; Blistex.

Foreign accounts

Gained: Diners Club, Insurance Co. of North America, Triton, Exxon (Argentina); Cerveceria Montezuma, Superior beer, Florsheim shoes, Wagon Lits Mexicana, Visa International, Ecuatoriana de Aviacion (Mexico); Hyundai, motor sales, Nes-Quick, milk flavoring, Clairol, hair colorants, Lloyd's Ships Holdings, yachts (Australia); Digital, computers (Austria); Fiat, Tandy personal computers, SEGM, Pernod, Bayer, Cullinet software (Belgium); A&P, New Dominion, Guaranty Trust, Effem/Mars, Whiskas' Wiltshire International, Staysharp Knives (Canada); SEGM France, Pernod, Scandinavian Tobacco, Savoy, Cecil cigarettes, Nissan, H. Lundbech A/S, medical prods, *Politiken*, daily newspaper (Denmark); Digital Equipment, computers (Finland); Bongrain, brie rose; Weight Watchers, new prods (France); Fiat, Regata & Croma; Pond's cosmetics; Pixyfoto, Cherry Valley deep-frozen menus (Germany); Epsilon computers, software, Figlio D'Angelo men's garments (Greece); Barclays Bank, HK Bed & Bath, Matchbox, Nissin instant noodles (Hong Kong); Richardson-Vicks Vaporub, inhaler, throat drops (Indonesia); Masterfoods, Mars Confectionary, Pedigree Pet (Ireland); Fiat, Johnson's Wax's Gled Magic Water Liquido and Gled Area, Citifin financial services, *Corriere della Sera* (Italy); Richardson-Vick's Belfie, all products except Oil of Olay, Cigna Verzekeringen insurances, Coopers & Lybrand, Effem, Sheba catfood, Frolic dogfood, Catsan catlitter, Bayer Nederland, Delial suncare products (Netherlands); Nestle New Zealand, Findus Lean Cuisine, Grandstand Leisure, Amstrad computers, National Bank recruitment div, Boots the Chemists, Blaxo children's food, NZ Bankers Assn, America's Cup Supporters Club, merchandising and sponsorship mgmt, Bristol-Myers' Mum deodorants, Clairol hair care, Sustagen, Sustalite (New Zealand); Spareskillings Bank, J.W. Cappelens Forlag, publisher, Bergen Skillings Bank (Norway); Effemex, Mars Confectionery (Saudi Arabia); Fibre Trim, Amara Hotel, Hotel New Otani, The Ascott (Singapore); Revlon, Trimark, Konica (South Africa); Honda, ITT Audiovision; Graetz Tv, video, Bayer, Delial, Berberana wine, Caja Postal pension plan, Benckiser's Substral (Spain); Atlas Copco, corp adv, Swedish Telegraph & Telephone's cable tv, Comvik, mobile telephone (Sweden); Butterdane's Danelite, CBS Songs, Flexilink's anti-Eurotunnel campaign, Granada Overseas Holdings satellites, Gruner & Jahr's *Prima*, Hughes Aircraft, corp, Vidal Sassoon salons, schools and academies, Wembley Stadium, promo, *Daily Express*, National Dairy Council (United Kingdom)

Lost: Ekco, kitchenware (Mexico); Consolidated Co-op Wineries, S.A. Egg Board, W.A. Opera, Argyle Diamond Sales, Findus Lean Cuisine, Philips Audio Tapes, Laminex Industries, Philips Industries, major appliances, Daf Trucks, Bedpost, T.V.O. tv station (Australia); Digital Corp., Alfa Romeo, Lego (Austria); Liebig tablets, Cullinet software (Belgium); Digital Equipment (Canada); Andelsbanken (Denmark); Hoover, household equipment (Finland); Alfa Romeo (France); Airtours, Cartier, Cinzano, Florio Amaretto, Alfa Romeo (Germany); Tsatsoulis SA, Van Gils, Pierre Cardin, Fila garments (Greece); Agfa film, Belgium Bank, Effem, M&Ms' Skittles and Maltesers, Cartier, Plough Mabelline's Coppertone and Scholl and pharmaceuticals (Hong Kong); Buton's Maximilian and Cassette Natalizie, Orland cosmetics (Italy); First Commence stock exchange (B&B/Amsterdam); Alfa Romero, Ricoh copiers, Brandsteder Electronics's Sony tape and home computers, Effem Kitekat catfood (DMM/Netherlands); NZ Wines and Spirits' Johnnie Walker Red and Black whisky, NZ Apple & Pear Marketing Board, corp adv, Auckland Savings Bank (New Zealand); Finax credit card (Norway); Yeo Hiap Seng, Plough (Singapore); Bristol-Myers deodorants and hair care, Schering-Plough's Coppertone and Maybelline, Iberia Airlines (South Africa); Delasa's Chamburcy, Schweppes' bitter, Iasa instant lottery (Spain); Duracell (Sweden); Tate & Lyle's golden syrup, Distiller Co.'s Haig, Adams Foods/Irish Dairy Board's Kerrygold butter, cheese and cream dried, British Telecom's Voicebank, Voicebank, Mobil Oil, public affairs (United Kingdom)

Officers

John S. Bowen, chmn-ceo. Presidents —Roy J. Bostock, USA div; Peter T.W. Redsell, intl div; George J. Simko, Diversified Cos. div. Exec vps —Craig D. Brown, cfo; Bernard Kanner, intl div.

Phone: (212) 758-6200

Davis, Johnson, Mogul, Colombatto

RANK 62

Los Angeles

($ in millions)

Worldwide	1986	1985	% chg
Gross income	17.3	17.3	0.2
Billings	130.3	122.9	6.1

U.S. billings

($ in millions)	1986	1985	% chg
Media	103.5	101.8	1.7
Materials & services	11.6	13.0	(10.8)
Capitalized fees	15.2	8.1	87.9

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	12.9	11.0	17.1
Magazine	2.7	1.9	43.1
Radio	18.4	15.6	18.1
Network TV	*67.7*	*70.9*	*(4.4)*
Outdoor	*1.7*	*2.4*	*(29.3)*
Bus. papers	*0.1*	*0.0*	*132.6*

Workforce

	1986	1985	% chg
Worldwide	240	215	11.6
U.S.	240	215	11.6

Offices

Worldwide: 6; U.S.: 6

1986 billings by major office

($ in millions)	City	Billings
DJM&C	Baltimore	10.8
DJM&C	Portland, Ore.	4.7
DJM&C	Los Angeles	83.4
DJM&C	San Francisco	24.0
DJM&C	San Diego	N/A
Gelman & Gray	Los Angeles	N/A
Gelman & Gray	San Francisco	N/A

Annual review

Positioning itself to be a leading independent Pacific Rim agency, DJM&C had a 6.1% year-to-year billings increase, fueled 80% by existing clients, notably Glendale Savings & Loan, Toyota local dealers, McDonald's co-op in central Calif., and Portland, and Ralph's. New business gains accounted for the remaining 20%. During the year, DJM&C gained a potential $8 million in annualized billings with KFWB and McDonald's co-op of Milford contributing the majority, while annualized billings declines amounted to $4 million, mostly from Ole's Home Center, an account taken in-house by Wickes when it purchased the business. In March, 1987, DJM&C merged its Hispanic advertising subsidiary, Ad Latina, into Ferrer/Ad America, Los Angeles, a joint venture partnership with the Mexican agency Grupo Ferrer.

U.S. accounts

Gained: Crystal Geyser Mineral Water; KFWB-AM, KFWB/Group W; McDonald's; States Advertising Co-op of Medford, Ore.

Lost: CasaBlanca Fan Co.; Ole's Home Centers

Officers

Robert M. Davis, Robert J. Colombatto, chmn; Brad A. Ball, president; Ronald A. Kojis, Mark Davis, exec vps; Peter Coutroulis, exec vp, creative dir; John Turner, sr vp, operations dir; Steve Orenstein, vp-finance

Phone: (213) 383-3332

DDB Needham Worldwide

RANK 8

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	375.0	362.9	3.3
Billings	2,557.5	2,512.9	1.8

U.S.	1986	1985	% chg
Gross income	250.4	255.2	(1.9)
Billings	1,726.6	1,794.3	(3.8)

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	1,158.8	1,175.7	(1.4)
Materials & services	213.0	216.9	(1.8)
Capitalized fees	354.8	401.7	(11.7)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	161.8	168.5	(4.0)
Magazine	218.9	221.8	(1.3)
Radio	41.0	45.2	(9.3)
Network TV	429.5	439.2	(2.2)
Spot TV	245.6	236.8	3.7
Cable TV	16.1	15.9	1.3
Outdoor	21.9	23.7	(7.6)
Yellow Pages	24.1	24.6	(2.2)

Workforce

	1986	1985	% chg
Worldwide	5,335	5,677	(6.0)
U.S.	2,783	3,227	(13.8)

Offices

Worldwide: 71 ; U.S.: 25

1986 billings by major office

($ in millions)	City	Billings
Bernard Hodes Adv.	New York	143.2
Cargill, Wilson & Acree	Atlanta	32.6
DDB Needham	San Francisco	26.4
DDB Needham	Los Angeles	115.1
DDB Needham	Denver	7.9
DDB Needham	McLean, Va.	27.7
DDB Needham	New York	510.1
DDB Needham	Chicago	405.0
DDB Needham	Detroit	138.3
Fletcher/Mayo	St. Joseph, Mo.	47.3
Kallir, Philips, Ross	New York	113.0
Milici, Valenti, Smith	Honolulu	20.0
Rapp & Collins	New York	66.9
York, Alpern	Los Angeles	6.8

Annual review

The merger DDB Needham network under Omnicom, gave Chicago-entrenched Needham a stronger New York base, and DDB help to deal with its financial, management and creative problems, but it also effected lost billings of $200 million. Needham lost its Los Angeles base (now Rubin Postaer) in a management buyout and with it, American Honda that would have conflicted anyway with DDB's VW business. DDB closed Fletcher/Mayo, Atlanta, when Union Carbide pulled up stakes. Client conflict could be cited in Nabisco and IBM's exit from DDB.

U.S. accounts

Gained: New York—NEC Home Electronics; Liz Claiborne Cosmetics, Hasbro, Inc. Chicago—General Mills, Yoplait Yogurt; NEC Home Electronics; Ralston-Purina, Eveready Energizer; Hasbro, Inc. Washington—Chevy Chase FSB; Amcell, cellular system; First Cellular Group, GTE Spacenet Corp. Denver—Telecheck Services, Inc.; Shinn Enterprises. Milici Valenti Smith Park—C&H Sugar; Pacific International Rice Mills. York Alpern/DDB Needham—Monmmouth Medical Center; Southern California Presbyterian Homes; Holy Cross Hospital; Desert Hospital of Palm Springs, Calif.; Hanford Community Hospital; Hospital of the Good Samaritan; New York Hospital; Cornell University Medical Center

Lost: New York—Xerox Corp.; Fortune; IBM; Carter-Wallace; Nabisco Brands; Sandoz Corp.; Citicorp, Diners Club/Travelers Checks; Borden; Binney & Smith, Crayola, prods div; American Greetings Corp.; Popeyes Famous Fried Chicken & Biscuits; Celanese Fibers; O.M. Scott; Brown & Williamson Tobacco Corp.; Allied-Signal; Joseph E. Seagram & Sons, Seagram Classics Wine Co., Barton & Guestier Wines Co. Chicago—P&G; Wolverine Worldwide; Sears, Roebuck & Co.; Quasar Co.; Kraft; G.D. Searle. Denver—Audi, Phoenix Dealer Assn., Salt Lake Dealer Assn.; Grupe Development Co. Washington—Suburban Bank, National Guard Bureau. Los Angeles—Teledyne Water Pik. San Francisco—Victoria Station, Whitecliff Homes. Milici Valenti Smith Park—Island Holiday Tours; NAPA Distribution Center; Kirin Brewery; Gas Company; Gas Express; PRI Corporate; PRI Energy System, Energy Project div, Energy Service, Residential & Commercial Sales divs. York Alpern/DDB Needham—French Hospital of LA, John Muir Memorial Hospital, Parkview Community Hospital, Beth Israel Medical Center.

Foreign accounts

Gained: Australia: Doyle Dane Bernbach, Adelaide—Adelaide Brighton Cement Ltd.; Brian Phillis Group. Jackson Langoulant Needham, Perth—Australia Basic Industries; Big Rock Toyota. Leonardi & Curtis Advertising, Melbourne—Artex Leathergoods; R.S.P.C.A., Royal Society for the Prevention of Cruelty to Animals. Magnus Nankervis & Curl/DDB, Sydney—South Australian Brewing, Southwark Premium/Beer, St. Tropez/Wine Cooler, Hiram Walker; MN&C/DDB, Melbourne-Australian Eagle Insurance, Gymline. Peter Rodger Advertising, Brisbane—Tyrepower, Logan City Economic Development Board. USP Needham Sydney—John Walker & Sons, Frigate Rum; WD&HO Wills, Escort/Wills Super Mild Cigarettes; Arnott's Snack Foods, Cheetos. Austria: DDB Needham—Blendax, Pharma Credo Deodorant, O'Tonic Shower Gel, Shamtu shampoo; Ballograf-Bic. Belgium: DDB Needham—Hasbro; D'Ieteren Brussels, Brussels Dealers' Network. Canada: DDB Needham—Life Channel cable tv; Labatt Brewing, Bud Light; Levi Strauss Canada; Digital Equipment of Canada. France: Doyle Dane Bernback, S.A., Paris—Comptoirs Moderne/STOC, retail; Hasbro; Tourisme Espagnol. Germany: Doyle Dane Bernback GmbH Werbeagentur GWA, Dusseldorf—Boeker retail stores/apparel; Deutschen Brauer-Bundes, German Beer Union; Memorex, floppy disk. Heye, Needham & Partner GmbH, Munich—Aenne Burda Publishing House, new prod assignment, *Burda Moden*; Grundig, shaving equipment & supplies. Hong Kong—Tse, Needham & Standard Advertising—International Bank of Asia; Martell Far East Trading, Cordon Bleu cognac; Mobil Oil; S.C. Johnson; Toys "R" Us; Xerox, China, office equipment. Italy: Broucc & DDB, Milan—Italtel; Antonini. Verba, Milan—Autogerma, Volkswagen commercial vehicles, new prod assignment. P.T. Needham, Mila—Canon Italia. Japan: DDB Sanyu Dik, Tokyo—Aloha Airlines; American Airlines Japan, advertising in Japan; China Airlines; Epson, personal computer printer; Hawaii Visitors Bureau, Semi-governmental org pro HI. Malaysia: KHK Needham Standard—Sharp refrigerators, tvs, vcrs; Beatrice Foods, condensed, powdered milk; Jardine Wines & Spirits, Otard XO, Otard VSOP. Mexico: DDB Needham, Mexico City—Volkswagen de Mexico, Volkswagen Corsar Variant (new prod assignment). Netherlands: Doyle Dane Bernbach, Amsterdam—Johnson Wax; Diners Club Benelux credit cards; Hewlett-Packard. Geudeker Oerlemans & Needham Groep, Amsterdam—Jaguar; Nixdorf computers; Upjohn, Regaine; Pirelli. New Zealand: Brown Christensen/DDB, Auckland—Plastercraft Industries, Rakon Industries. USP Needham New Zealand, Auckland—OHL Corp., and Vuarnet Sunglasses & Bikini Line, new prod assigments. Dunedin—McLeod Brothers, toilet soap. Wellington—*Fairfax*, personal investment magazine; Hammond Irving Brownlee, dry dog foods; N.Z. Cereal Foods, pasta prods. Wood & Mitchell, Auckland—McSkimmings Industries, Chival/Villeroy & Boch; TVNZ Teletext. Wellington—Cable-Price Mercedes-Benz; Towers Hotel Group, Plimmer Towers Hotel. Portugal: DDB Needham & Guerreiro Publicidade, Lisbon—Arthur Andersen & Co., Knorr Portuguesa, Alsa drink. Singapore: Needham Standard International—Saint Yves Collections, watches & jewelry; Brother International; Royal Sporting House, Wilson Sporting Goods and Lacoste Leisurewear. Spain: Carvis Needham, Barcelona—Grundig, electric shavers; Industria Espanola del Plieter, mattresses & mattress materials. Madrid—SHM Espana, Omega and Tissot watches. Tandem/DDB, Madrid—Seguros Reunion, insurance. Tandem/DDB-Guasch, Barcelona—Banco de Comercio; Knorr Elorza, Kas, fruit juice; Mosta Greip/Graoe Juice; Pirelli; Zurich Vita Hispania, insurance. Sweden: Falk & Pihl/DDB, Stockholm—Thai Airways International, Gulins, retail apparel stores. Switzerland: DDB, Zurich—American Airlines, Debrunner, Delsey Luggage; Sony Overseas, Sony Video 8. Thailand: Far East Advertising, Bangkok—Siam Tyre Co., Firestone Tyres; Communication Authority of Thailand. Needham Standard International, Bangkok—New City, Cherilon Panty Hose; Ten-O-Six skin care; *Bangkok Post*. United Kingdom: Doyle Dane Bernbach Ltd., London—Thai Airways; Memorex, Prudential Property Services. Reeves Robertshaw Needham Ltd., London—Household Finance Corp.; Independent Radio Sales; Van Melle Confectionery.

Lost: Australia: DDB, Adelaide—Hamilton Laboratories; Lloyd Aviation. Jackson Langoulant Needham, Perth—Mazda; Southern Pacific Hotel Corp. Leonardi & Curtis, Melbourne—Amway of Australia; Le Coq Sportif. Magnus Nankervis & Curl/DDB, Melbourne—Porsche Cars Australia. MN&C/DDB, Sydney—Air Caledonia; Beecham; Boeing International; Ciba-Geigy. Peter Rodger Advertising, Brisbane—Queensland Book Depot. USP Needham Sydney, Sydney—BankAmerica Cheque Corp.; Southern Pacific Hotel Corp. Austria: DDB Needham—Seagram, MM Sparkling Wine, Chivas Regal & Gramont; Ikea. Belgium: DDB Needham—Belin/Nabisco biscuits; Promedia. Canada: DDB Needham—Amstel Brewery, Heineken, Henninger, Meister Pils, Grizzly Bear beers; Ontario Pork Producers Marketing Board. France—DDB, Paris—Bonduelle, frozen vegetables; Icam France, Casio, watches; Belin/Nabisco, crackers, Chipsters, Croc'Vit; Weight Watchers. Germany: DDB, Dusseldorf—Muller's Muhle Schneekoppe canned soups. Munich—Fleischwerke E. Zimmermann, prepared foods; Grunland Allgauer Kasewerke, cheese. Heye, Needham & Partner, Munich-Vorgolst, auto accessories; Inter Triumph Marketing, hosiery. Heye, Needham & Partner, Dusseldorf—*Fortune* magazine, Stockhausen, pharmaceuticals. Hong Kong: TSE, Needham & Standard—Haagen Daaz; Kiwi International; Jardine Corp.; Dow Chemical; Salignac Cognac. Italy: Broucc & DDB, Milan—Nabisco, Planters; Plasmon Dietetici Alimentari. P.T. Needham, Milan—*Fortune* Magazine. Mexico: DDB Needham Worldwide, Mexico City—Citicorp, travelers cheques; Reckitt & Colman. Netherlands: DDB, Amsterdam—ITT Audio Video Electronics. Geudeker Oerlemans & Needham Groep B.V., Amsterdam—Bull; Van Ditmar's Import, magazines. New Zealand: USP Needham New Zealand, Auckland—Investment Finance Corp.; Pumperdink, fashion. Wood & Mitchell, Auckland—Citroen (handled from Australia); Duncan & Davis, KWD, Wellington: NZ Lottery Board; NZ Police; NZ Pharmaceuticals. Singapore: Needham Standard, Singapore—Wrigley Co.; Guinness Marketing, Furstenberg beer; Sunshine Allied, Van Houten Chocolates & Hershey's Syrup; Sime Darby, Twinings Tea. Spain: Tandem/DDB, Madrid—Roche Laboratories, Redoxon, Vitamin C; Prodial, Gervais Danone; Canada Dry International. Tandem/DDB-Guasch, Barcelona—Nabisco Brands Espana. Sweden: Falk & Pihl/DDB, Stockholm—Hemglass, ice cream; Ericcson Information System. Switzerland: DDB, Zurich—Diners Club; Vollmoeller, Jockey for Her; Girard-Perregaux, watches. Thailand: Far East Advertising, Bangkok—NaanMee Co., Horse Ballpen. Needham Standard, Thailand, Bangkok—Shen Hsiang Tang, soaps & lotions; Taiwan Confectionery, caramels. United Kingdom: DDB, London—H.J. Heinz; Lyons OTC, Middle East; Delsey Luggage, Middle East; Sunbeam International.

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by Advertising Age. See story on Page 6.

Officers

Corporate: Keith Reinhard, chmn-ceo; John Bernbach, president, coo; John Bradstock, president-intl div; Gerald Germain, exec vp, cfo; Floyd Highbloom, exec vp, dir-business devel group; Lou Tripodi, exec vp, corp dir-public affairs; DDB Needham New York—Peter Falcone, president-NY div; John Noble, exec creative dir. Acct group, exec vps: Lawrence Iannuzzelli, Rein Luik, Grant Roberts, David Sklaver, Peter Tate. Creative, exec vps, creative dirs: Robert Gage, Helmut Krone, Robert Mackall, Jack Mariucci, Charles Piccirillo, Tom Yobbagy; Page Thompson, exec vp, media dir; Ruth Ziff, exec vp, exec dir, rsch & mktg svcs. DDB Needham Worldwide U.S. Div, Chicago—Al Wolfe, president-U.S. div; Robert Savard, exec vp, U.S. div. DDB Needham Chicago—Joel Hochberg, president-Chicago div; Susan Gillette, sr vp, dir-creative svcs; Ron Bess, sr vp, dir-client svcs; William Wells, exec vp, mktg svcs dir. DDB Needham Detroit—Brian Bowler, president. DDB Needham Washington—Joseph Landy, president. DDB Needham Western Region, Los Angeles—Montgomery McKinney, chmn; Alan Pando, president/DDBN West. DDB Needham Los Angeles—Alan Pando, president/DDBN West; Si Kornblit, exec vp, gen mgr; Robert Kuperman, exec vp, creative dir. DDB Needham Denver—John Giesen, president. DDB Needham San Francisco—Martin Michael, vp, chmn/DDBN West; Roger Lavery, genl mgr.

Phone: (212) 415-2000

Della Femina, Travisano & Partners

RANK 52

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	22.5	20.6	9.2
Billings	150.0	137.0	9.5

Annual review

DFT&P's year has been marked by takeover, controversy and continued recognition of its creative product. Figures for 1986 have been estimated by Ad Age since the agency preferred not to respond because of the confusion resulting from the takeover by WCRS; its takeover of accounts from the former HBM/Creamer-New York; and the creation of a new subsidiary, Della Femina & Udell, which specializes in beauty and fashion accounts. Billings are estimated at $150 million for 1986. Figures for 1987 will reflect the acquisition this January of the old HBM/Creamer, New York, accounts, totaling around $70 million. Those accounts are A&W Beverages, Sheraton Hotels, Viewmaster/Ideal, Hercules chemicals, Ilford film, Mobil Oil's non-consumer oil products, Raytheon, Hershey Food's pasta products, and Alexander's Department Stores. The agency lost its vice chairman-coo, James D. Travis, to Hal Riney & Partners.

U.S. accounts

Gained: Parfums Stern, Perry Ellis men's cologne; Antonovich, furs; Mint Condition; Ansell-Americas, Life-Styles condoms

Lost: Campus Sportswear; Citicorp, Diners Club Carte Blanche card; First Boston; HealthAmerica

Officers

Jerry Della Femina, chmn; Louise McNamee, president-coo; Peter Stranger, president-Los Angeles; James Weller, exec vp-Los Angeles; Michael Robertson, exec vp-creative dir; Rochelle Udell, sr vp, exec creative dir; Allen Clark, exec vp; Matt Mansfield, Edward Tedeschi, exec vps-acct svcs; Mary Hall, sr vp-research; Carl Kotheimer, exec vp, media dir.

Phone: (212) 421-7180

DFS Dorland Worldwide

RANK 16

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	119.6	121.5	(1.5)
Billings	926.0	879.3	5.3

U.S.	1986	1985	% chg
Gross income	116.0	118.9	(2.4)
Billings	901.4	861.9	4.6

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	901.4	861.9	4.6

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	29.7	15.5	91.6
Magazine	114.4	106.9	7.1
Supplements	8.1	18.1	(55.2)
Radio	47.8	47.4	0.7
Network TV	334.3	307.7	8.6
Spot TV	299.1	299.1	0.0
Cable TV	23.4	19.8	18.2
Outdoor	17.1	14.7	16.8
Bus. papers	15.3	22.4	(31.7)
Farm publications	7.2	8.6	(16.4)
Yellow Pages	2.7	—	—

Workforce

	1986	1985	% chg
Worldwide	3,900	4,258	(8.4)
U.S.	1,490	1,601	'6.9)

Offices

Worldwide: 44; U.S.: 13

1986 billings by major office

($ in millions)	City	Billings
DFS Dorland	San Francisco	42.0
DFS Dorland	Torrance	150.0
DFS Dorland World	New York	709.4

Annual review

Clients at DFS, which merged in April with Britain-based Dorland Advertising, a wholly own subsidiary of Saatchi & Saatchi PLC, tightened their belts, in effect, forcing down total gross income and nudging up billings only slightly. Of the U.S. totals, 60% of the growth in billings, or $23.7 million, came from existing clients and 40% from new clients. The small 4.6% year-to-year growth in U.S. billings was influenced by an estimated $97 million in annualized billings leaving during 1986, including $30 million from P&G's Luvs and Bounty, and $15 million from Cadbury Chocolates. These left, citing account conflicts resulting from the merger. Another $40 million in annualized billings walked out the door with Wendy's, but a total loss was averted as media planning and buying were retained. However, new business gains—Northwest Airlines, RJR/Nabisco biscuit div, North American Philips Lighting, and Helene Curtis, Finesse hair care prods—accounted for the majority of an estimated $119 million in annualized billings brought in during 1986. The agency expects a stronger billings year in 1987 as the full impact of new business gains come on line.

U.S. accounts

Gained: DFSD/New York: Northwest Airlines; RJR Nabisco, Nabisco Biscuit div; North American Philips Lighting Co; Helene Curtis, Finesse hair care prods; E.R. Squibb & Son; Stauffer Seeds; Mott's USA; *Family Circle*; Donnelley Information Technologies; Glenmore Distilleries. DFSD/San Francisco: California Almond Growers; Kikkoman International; Xidex Corp. DFSD/Southern California: Fujitsu American; Nissen Foods; Physicians Formula Cosmetics.

Lost: DFSD/New York: Procter & Gamble, Luvs, Bounty; Yoplait; Cadbury Chocolates; Wendy's, except for media planning and buying. DFSD/San Francisco: Megaphone Co.

Officers

DFS Dorland Worldwide: Stuart Upson, chmn; Jack Rubins, deputy chmn; Peter McSpadden, president, coo; William Vickery, dir int'l; Robert Kennedy, cfo; Gary Susnjara, dir North America; Michael Bungey, dir Europe; Michael Geraghty, dir corp devel. DFS Dorland/New York: Gary Susnjara, chmn; Joseph Mack, president. DFS Dorland/Southern California: James Lindsey, chmn; Nelson Riddle, president. DFS Dorland/San Francisco: Ronald Colnett, chmn.

Phone: (212) 661-0800.

Diener/Hauser/Bates Co.

RANK 81

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	12.9	11.2	15.9
Billings	131.9	112.9	16.8

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	122.6	104.6	17.3
Materials & services	9.3	8.4	10.4

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	51.5	48.1	7.1
Magazine	20.6	22.0	(6.1)
Radio	2.4	2.2	10.1
Network TV	4.1	3.2	29.5
Spot TV	40.8	27.1	50.8
Cable TV	1.4	—	—
Outdoor	1.9	2.1	(11.1)

Workforce

	1986	1985	% chg
Worldwide	185	166	11.4
U.S.	185	166	11.4

Offices

Worldwide: 6; U.S.: 6

1986 billings by major office

($ in millions)	City	Billings
Diener/Hauser/Bates	New York	82.6
Diener/Hauser/Bates	Miami	0.9
Diener/Hauser/Bates	Los Angeles	38.9
Diener/Hauser/Bates	Ft. Lauderdale	4.2

($ in millions)	City	Billings
Diener/Hauser/Bates	San Francisco	2.1
Diener/Hauser/Bates	San Diego	3.2

Annual review

This agency, which is merging into a new identity to be known as AC&R/DHB & Bess within the Ted Bates empire, enjoyed a 16.8% increase in billings, going from $112.9 million in 1985 to $131.8 million in 1986. Spot tv and newspaper ads saw the biggest increases in spending. No accounts were lost, and six new clients were added, with Foster's Lager leading the pack. DHB brings its strength in entertainment to the new agency, the president of which will be DHB's president, Hank Weintraub.

U.S. accounts

Gained: Foster's Lager; Cinetel Pictures; Vestron Pictures; Ariel Vineyards; MGM Home Video. The agency did not report accounts lost in 1986.

Officers

Herbert S. Hauser, chmn; Henry Weintraub, president; Eugene B. Cofsky, exec vp, president-West Coast div; Norman Trell, exec vp-media; Perry Sperber, sr vp, controller; Cheryl Lodinger, sr vp, media dir; Vito Mandato, William Isenberger, sr vps, mgmt supers.

Phone: (212) 840-3300

Direct Marketing Group

RANK 50

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	23.7	17.6	34.7
Billings	138.7	101.6	36.5

☑

Billings by media

($ in millions)	1986	1985	% chg
Point of sale	4.2	3.1	34.9
Direct mail	90.2	76.2	18.3
Catalogs	2.8	—	—
Dir. resp. TV	2.8	5.1	(45.4)
Dir. resp. radio	4.2	5.1	(18.1)
Dir. resp. newsp.	4.2	5.1	(18.1)
Dir. resp. mag.	4.2	5.1	(18.1)
Telemarketing	22.2	—	—
Free-standing inserts	4.2	5.1	(18.1)

Workforce

	1986	1985	% chg
Worldwide	625	355	76.1
U.S.	618	350	76.6

Offices

Worldwide: 7; U.S.: 6

Annual review

In August, the group purchased Response Communication, a direct marketer-telemarketer for retailers and financial institutions, which accounted for 50% of the billings growth in 1986. The other billings gains came equally from existing and new clients with Bell Atlantic and Mervyn's the largest gains. The largest loss during 1986 came from Chase Manhattan Bank. In 1987, the agency expects its strong billings growth to continue as existing clients begin to use direct marketing more aggressively, and new clients look for more effective ways to get messages to target consumers.

U.S. accounts

Gained: Bell Atlantic, telecommunications; Key Banks, ITT Information Systems, micro computers; "Frequent Traveller" Newsletter; Brooks Bros.; Ann Taylor, retail; Mervyn's, department stores; The Limited; Crosslands Savings Bank; Prudential Insurance, financial svcs

Lost: Chase Manhattan Bank, financial svcs; InterBusiness Card, trade exchange; Woodward & Lothrop, dept stores; Chevy Chase Bank; CPI, technical education

Foreign accounts

Gained: Norwich Union Life Assurance; Cigna Europe; Seat UK; Thomas Cook Holidays; Pearl Parentcare, financial svcs; AirPlus, air travel cards

Lost: Monsanto, agrichemicals

Officers

John A. De Pasquale, chmn; Meredith Altman, William Forlenza, Theodore C. Krismann, Suti Prakash, Randee Rubin, sr vps; William Marano, president—Creative Technical Services; Paul R. Nelson, president—DMG.2; Robert Pinsky, president—Response Communications; Aaron Singer, sr vp—Response Communications; John W. Booth, mg dir, Europe; Donald White, sr vp

Phone: (212) 355-2530.

W.B. Doner & Co.

RANK 37

Southfield, Mich.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	36.3	28.2	28.8
Billings	238.2	190.2	25.[illegible]

U.S.	1986	1985	% chg
Gross income	32.6	26.0	25.7
Billings	210.1	172.7	21.7

U.S. billings

($ in millions)	1986	1985	% chg
Media	157.9	132.2	19.5
Materials & services	39.3	34.6	13.6
Capitalized fees	13.0	6.0	117.9

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	15.4	15.1	1.6
Magazine	12.2	11.8	3.7
Radio	29.8	23.5	26.9
Network TV	10.9	10.5	3.8
Spot TV	115.4	88.1	31.0
Outdoor	3.4	1.7	102.5
Yellow Pages	0.0	0.1	(60.7)
Direct mail	0.0	0.0	(24.8)
Dir. resp. TV	8.7	7.0	23.0
Dir. resp. radio	1.4	1.0	32.9
Dir. resp. newsp.	0.7	1.5	(53.7)
Dir. resp. mag.	0.8	2.6	(68.7)

Workforce

	1986	1985	% chg
Worldwide	523	435	20.2
U.S.	488	403	21.1

Offices

Worldwide: 9; U.S.: 7

1986 billings by major office

($ in millions)	City	Billings
W.B. Doner & Co.	St. Petersburg	20.3
W.B. Doner & Co.	Los Angeles	8.9
W.B. Doner & Co.	Baltimore	66.1
W.B. Doner & Co.	Chicago	0.4
W.B. Doner & Co.	Cleveland	13.4
W.B. Doner & Co.	Detroit	101.0

Annual review

Doner celebrated more than its 50th anniversary the first of this year; it revelled in generating $37,437,000 in new business, split equally between internal growth and new business. The vibrancy of the agency can be seen in the acquisition of Lou Beres & Associates, Chicago, and the potential $48 million in annualized billings gained against annualized declines of $11.4 million. The billings gains came from additional assignments from N.A. Philips, new clients Giant and Turtle Wax, existing clients Eckerd, McCormick & Klondike, and Standard Oil. Additional assignments from N.A. Philips and Standard Oil helped the Cleveland office explode 376% in year-to-year billings growth.

U.S. accounts

Gained: Culbro Snack Foods; University of Michigan Medical Center; WDIV-TV; Bell Atlantic, mobile systems; Dahlberg; Emhart Home Products, True Temper; N.A. Philips, Genie, Schick; Turtle Wax; Ohio Art Co.; Xerox, Van Kampen Merritt div; Mainstreet; Federated, Giant div; Florsheim; Bissell

Lost: AAA; Chattem, Inc; Autoworks; ERA

Foreign accounts

Gained: Super Carnaval; Bata Retail.

Lost: The agency did not report any accounts lost overseas in 1986.

Officers

W.B. Doner, chmn exec committee; H.D. Fried, chmn; Michael Shapira, president-Detroit; William Hooper, persident-Baltimore; James Dean, vp-corp.

Phone: (313) 354-9700.

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by Advertising Age. See story on Page 6.

Alaska Journal of Commerce

Capital District Business Review (Albany)

Atlanta Business Chronicle

Austin Business Journal

Baltimore Business Journal

Cincinnati Business Courier

Business First of Columbus (OH)

Southern Connecticut Business Journal

Dallas/Ft. Worth Business Journal

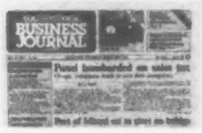
Denver Business Journal

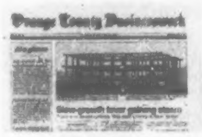
Jacksonville Business Journal (FL)

Kansas City Business Journal

Los Angeles Business Journal

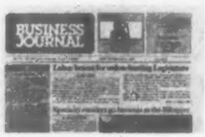
Business First of Louisville (KY)


South Florida Business Journal

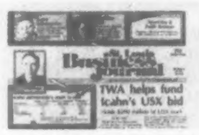

Orange County Businessweek (CA)

Orlando Business Journal

Philadelphia Business Journal


Greater Phoenix Business Journal

Pittsburgh Business Times-Journal


St. Louis Business Journal

San Antonio Business Journal

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Doremus Porter Novelli

RANK **42**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	32.5	26.5	22.6
Billings	240.8	174.7	37.9
U.S.	**1986**	**1985**	**% chg**
Gross income	31.7	26.3	20.8
Billings	234.6	173.2	35.4

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	165.0	125.8	31.2
Capitalized fees	69.6	47.5	46.7

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	115.5	88.1	31.2
Magazine	38.0	28.9	31.2
Radio	3.3	2.5	30.8
Spot TV	3.3	2.5	30.8
Cable TV	3.3	2.5	30.8
Outdoor	1.7	1.3	33.7

Workforce

	1986	*1985*	*% chg*
Worldwide	378	319	18.5
U.S.	373	316	18.0

Offices

Worldwide: 8; U.S.: 7

1986 billings by major office

($ in millions)	*City*	*Billings*
Doremus & Co.	Washington	5.1
Doremus & Co.	San Francisco	6.2
Doremus & Co.	New York	190.0
Doremus & Co.	Boston	14.0
Doremus & Co.	Los Angeles	5.3
Doremus & Co.	Chicago	14.0

Annual review

This 83-year-old subsidiary of BBDO Worldwide performed like a young upstart in 1986, posting its best results in the past three years and flexing its muscle in all three parts of its business: Financial services, pr, and general advertising. A rapid take-off of its office in London also sent overseas billings to $6.2 million from $1.4 million in 1985. The pr division, through mergers with Richard Weiner and Porter Novelli, has become the third largest pr company in the U.S. The Weiner shop has expertise in special events and packaging, and Porter Novelli has sizable geographic coverage and pr experience in the U.S. Overseas, the London business is expected to continue to climb, while the Tokyo office develops more slowly. Tokyo is an investment to serve client needs there and may show some income in 1987. Apart from any new business in 1987 from new clients, Doremus expects to see billings top $300 million from its existing clients.

U.S. accounts

Gained: Empire of America; Parker Meridian; Commonwealth of Massachussetts; Engineering System & Development; Consumer Banking Corp.; Yamaichi International; Enisco; GTE; American College; New Jersey Department of Commerce & Economics; Summa Medical; IGENE; SmithKline; NW Dowing Realty Finance Corp., Butler & Bimon; Ban Ponce Corp.; Locus Computing; Associated Inns & Restaurants Corp. of America

Lost: Barcus Berry; Ritz-Carlton; St. Paul Federal; Bull and Bear Securities; Kleinwort Benson; Vinyl Institute; Chicago Board of Trade

Officers

Curtis R. Troeger, chmn-ceo; John H. Porter, G. Barry McMennamin, vice chmn; John E. Eckelberry, president Doremus Financial Advertising; Carl J. Anderson, sr vp, cfo; Robert Allen, sr vp, gen mgr-Boston; Norma Collier, sr vp, gen mgr-Los Angeles; Tomlin Gardner, sr vp, gen mgr-Chicago; John Garre, sr vp, creative dir; William D. Genge, sr vp-business devel; O. John Haering, sr vp, gen mgr-San Francisco; Charles E. Gay, Andrew Quinn; Stanley Rygor; Philip Sievers; Raymond Zipko, sr vps; Doremus Porter Novelli: John H. Porter, chmn; William Novelli, president-national div; Richard Weiner, president-New York; Richard H. Truitt, president, corp, financial; Wesley E. Truesdell, corp, financial; Walter Sperr, Leonard Saffir exec vps-New York; Randi Thompson, exec vp-Los Angeles; Robert Druckenmiller, exec vp-Washington; Roger Isaacs exec vp-Chicago

Phone: (212) 964-0700

DYR Worldwide

RANK **28**

Los Angeles

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	50.7	47.3	7.0
Billings	347.1	331.0	4.9
U.S.	**1986**	**1985**	**% chg**
Gross income	19.5	20.7	(5.5)
Billings	131.2	143.2	(8.4)

☑

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	10.5	8.6	22.1
Magazine	51.2	64.4	(20.6)
Radio	13.1	10.0	30.8
Network TV	26.2	30.1	(12.8)
Spot TV	22.3	20.0	11.2
Cable TV	1.3	1.4	(8.4)
Outdoor	2.6	5.7	(54.2)
Yellow Pages	3.9	2.9	37.4

Workforce

	1986	*1985*	*% chg*
Worldwide	845	693	21.9
U.S.	230	251	(8.4)

Offices

Worldwide: 13; U.S.: 3

1986 billings by major office

($ in millions)	*City*	*Billings*
DYR Direct	Los Angeles	9.8
DYR Public Affairs	New York	0.4
DYR Worldwide	New York	66.5
DYR Worldwide	Los Angeles	54.5

Annual review

The combination of advertising budget cutbacks and the Japanese yen appreciation caused domestic billings to decline 8.4%, but currency translations helped overseas billings increase 15%. Although DYR sold in December its N.Y. office to Dentsu-owned DCA because of client conflicts, the agency will re-establish a N.Y. presence. DYR opened an office in China, and expects the European and Asian operations to continue their good growth.

U.S. accounts

Gained: Camino Real hotels (Westin), Mexico; Scripto, Tokai

Lost: Daiwa; Del Monte; Gemco, Lucky Stores; Security Pacific Bank

Foreign accounts

Gained: China—Lido, Holiday Inn; Unisys (Sperry/Burroughs), corp. Germany—Burger King; CMG, German cheese; Johnson & Johnson; Katjes, sweets; Martin Brinkman, Rothmans; Verband Oeffentlicher Verkehrsbetriebe, public transport. Hong Kong—Anz Bank, Kentucky Fried Chicken; Unisys corp. Japan—Canada Dry; Cole Hann Shoes; Miller Beer; Mosburger hamburger chain; Takata Coopervision; Toshiba Sord, personal computers; Unisys, corp. Malaysia—Disney Promotions, Disney-on-Ice; Hong Leong Finance; Moutrie Trading, Cross pens, Yves St. Laurent and Nina Ricci perfumes; Natvest, Yuyi Baru Supermarkets, Pernod Ricard. Singapore—Westin, Raffles City; Royal Canadian Mint. Thailand—Calbee Snacks, Colgate-Palmolive; DuPont; Olympia Thai

Lost: Germany—Reemtsma, R-6. Japan—Bristol-Myers, Sea Breeze; Club Med

Officers

Hideharu Tamaru, chmn; Alexander Brody, president-ceo; Shunya Hashiguchi, president-DYR Japan; Peggy Healy, sr vp; Jerry Roberts, chmn-DYR USA; Shinzo Ueno, exec vp

Phone: (212) 703-1553

Eisaman, Johns & Laws

RANK **77**

Los Angeles

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	13.4	12.8	4.6
Billings	89.3	85.1	4.9

☑

Billings Business Journal

Idaho Business Review (Boise)

Boston Business Journal

Business First of Buffalo

The Business Journal (Charlotte)

Business Record (Des Moines)

Hartford Business Journal

Pacific Business News (Hawaii)

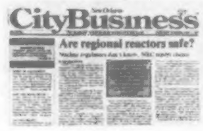
Houston Business Journal

Indianapolis Business Journal

The Business Journal (Milwaukee)

CityBusiness Twin Cities (Minneapolis/St. Paul)

New Hampshire Business Review


New Orleans CityBusiness

The Journal Record (Oklahoma City)

The Business Journal (Portland)

Providence Business News

Richmond Business Journal

Rochester Business Journal

The Business Journal (Sacramento)

Puget Sound Business Journal (Seattle/Tacoma)

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U.S. billings

($ in millions)	1986	1985	% chg
Media	79.1	76.1	4.0
Materials & services	5.5	4.8	14.3
Capitalized fees	4.6	4.1	12.2

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	6.2	6.0	5.0
Magazines	28.7	28.9	(5.8)
Supplements	2.5	2.6	(0.04)
Radio	16.1	15.3	0.05
NetworkTV	7.1	6.8	4.9
Spot TV	20.5	19.6	4.9
Outdoor	3.6	3.4	4.9
Bus. papers	1.7	1.7	(0.9)
Yellow Pages	0.8	0.9	(6.8)
Direct mail	0.5	0.5	0.0
Dir. resp. mag.	1.5	—	—

Workforce

	1986	1985	% chg
Worldwide	158	142	11.3
U.S.	158	142	11.3

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Eisaman, Johns & Laws	Chicago	16.9
Eisaman, Johns & Laws	Los Angeles	48.3
Eisaman, Johns & Laws	Houston	24.1

Annual review

Eisaman, Johns & Laws' existing clients and new business contributed equally to the 4.9% growth in billings in 1986. A gain of $4 million in annualized billings from Neutrogena, additional product assignments, and general spending increases from existing clients, particularly Pennzoil, should spur billings in 1987. The agency did not lose any accounts in 1986.

U.S. accounts

Gained: Neutrogena Corp., Los Angeles; WLUP-FM Chicago; Whataburger, Franchised Operators Assn., Dallas; Whataburger, corporate local store mktg, Houston; G. Heileman Brewing Co., La Crosse, Wis.; Evans Inc., Chicago; Prisma Corp., Los Angeles

Officers

J.R. Eisaman, chmn; Robert F. Laws, president; Adrienne Hall, vice chmn; Dennis R. Coe, Dean R. Laws, div presidents; Richard J. Westman, president-Houston; James F. Benson, exec vp, exec creative dir; Jack L. Leener, exec vp, mgmt super; Michele de Maio, exec vp, genl mgr-Chicago

Phone: (213) 469-1234

RANK

William Esty Advertising Co. 22

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	75.0	76.5	(2.0)
Billings	510.0	510.0	0.0

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	468.0	467.0	0.2
Materials & services	42.0	43.0	(2.3)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	10.2	15.3	(33.3)
Magazine	86.7	91.8	(5.6)
Supplements	5.1	5.1	0.0
Radio	15.3	15.3	0.0
Network TV	239.7	219.3	9.3
Spot TV	91.8	91.8	0.0
Cable TV	5.1	5.1	0.0
Outdoor	51.0	61.2	(16.7)
Bus. papers	5.1	5.1	0.0

Workforce

	1986	1985	% chg
Worldwide	500	560	(10.7)
U.S.	500	560	(10.7)

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	City	Billings
William Esty	Los Angeles	N/A
William Esty	New York	510.0

Annual review

Client conflicts related to parent Ted Bates' buyout by Saatchi continued a pattern of annual billings' declines at Esty where RJR Nabisco ($100 million) and Union Carbide ($25 million) stalked off. Esty is rebuilding its base with new clients, Dole ($25 million) and Travelers Health ($10 million).

U.S. accounts

Gained: Dole Food Co; Travelers Health Network

Lost: RJR Nabisco; Union Carbide Corp.

Officers

Gordon Bushell, chmn, ceo; Laurence Wassong, president, coo

Phone: (212) 692-6290

RANK

Evans Communications 53

Salt Lake City

($ in millions)

Worldwide	1986	1985	% chg
Gross income	21.8	18.3	18.9
Billings	145.0	122.0	18.9

U.S. billings

($ in millions)	1986	1985	% chg
Media	84.0	66.0	27.3
Materials & services	21.0	19.0	10.5
Capitalized fees	40.0	37.0	8.1

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	17.6	13.7	28.5
Magazine	14.8	12.9	14.3
Radio	16.6	13.0	27.9
Spot TV	31.2	23.9	30.8
Outdoor	3.8	2.5	50.7

Workforce

	1986	1985	% chg
Worldwide	345	295	16.9
U.S.	345	295	16.9

Offices

Worldwide: 10; U.S.: 10

1986 billings by major office

($ in millions)	City	Billings
Evans/AFSC	Dallas	13.0
Evans/BP&N	Denver	13.5
Evans/Kraft	Seattle	41.5
Evans/Lynch Rockey	San Francisco	13.0
Evans/Morris Paller	Atlanta	6.0
Evans/Motta	Phoenix	15.0
Evans/Salt Lake City	Salt Lake City	22.0
Evans/Weinberg	Los Angeles	21.0

Annual review

The 17% year-to-year billings growth recorded in 1986 was divided equally between new business, notably U.S.A. Wet, and existing clients, especially additional assignments from Wendy's. During the year, Evans gained a potential $25 million in annualized billings while declines where held to $15 million annualized with Triad accounting for the majority. The agency bought in 1986: Arnold, Foster, Sherrill & Carrithers, Dallas, in October; Pollack & Norman, Denver, in May; Morris & Paller, Atlanta, in April; and Bean Marriott, Seattle, in September.

U.S. accounts

Gained: Wendy's, Ariz., Okla., Texas; Vail Associates; Beaver Creek Properties; Presbyterian Hospital, Dallas; U.S.A. Wet; Yonex; Kwikset Lockset div, Emhart; J.B.'s Big Boy Restaurants, Salt Lake City; French Health Plan, San Francisco; Cellular One, Denver; Pizza Hut, Mont., Utah; Costain of Arizona; Yellow Front Stores

Lost: Candle Corp.; Dairy Queen; Salt Lake City Convention & Visitors Bureau; Copper Mountain Resort; Wood Brothers Homes; Triad; Metro Transit

Officers

L. Glen Snarr, chmn; Frank Horsley, chmn-Evans/Kraft; Jon L. Johnson, president-ceo; Arthur S. Anderson, president-Evans, Salt Lake City; Charles R. Bartholomew, president-Evans, Bartholomew, Pollack Norman; Donald B. Kraft, president-Evans/Kraft; M. Terrence Lynch, president-Evans/Lynch Rockey; Philip A. Motta, president-Evans/Motta; R. Webb Sherrill, president-Evans/AFSC; Frederick G. Todman, president-Evans/Morris Paller; Thomas A. Weinberg, president-Evans/Weinberg

Phone: (801) 364-7000

RANK

Fahlgren & Swink 63

Parkersburg, W. Wa.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	17.1	12.9	32.8
Billings	113.9	84.6	34.6

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	44.7	28.6	56.6
Materials & services	10.8	8.6	25.3
Capitalized fees	58.4	47.7	22.4

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	9.1	6.8	34.6
Magazine	5.7	6.8	(15.9)
Radio	14.8	9.3	59.1
Network TV	18.2	5.1	259.0
Spot TV	31.9	25.4	25.7
Cable TV	1.1	0.8	34.6
Outdoor	3.4	1.7	101.9
Bus. papers	25.1	24.5	2.1
Yellow Pages	4.6	4.2	7.7

Workforce

	1986	1985	% chg
Worldwide	304	239	27.2
U.S.	304	239	27.2

Offices

Worldwide: 7; U.S.: 7

1986 billings by major office

($ in millions)	City	Billings
Fahlgren & Swink	Ohio div	66.3
Fahlgren & Swink	Southeast div	47.6

Annual review

A 35% growth in billings came from the acquisition of D'Arcy Masius Benton & Bowles' Atlanta office, existing clients, and new business. Main contributors to the annualized billings gains of $30 million where new accounts Dairymen, Drackett Co., and Georgia Federal Bank. Annualized losses amounted to $4 million. The agency sees its packaged goods accounts, Drackett, Big Drum ice cream, and Worthington Foods, as growth builders in 1987.

U.S. accounts

Gained: Drackett Co., Bristol-Myers; O-Cedar Mops & Brooms; Twinkle, new prods; Kardex Systems; Information Storage & Retrieval; Elanco Products, Eli Lilly; Worthington Foods, Morningstar Farm frozen foods, Scramblers, Natural Touch; American Pioneer Savings Bank; Amoco Foam Products; Dairymen, Inc., Flav-O-Rich and UHT divs; Fairfield Communities, Inc.; Georgia Federal Bank; Georgia Power Economic Development Dept.; SDRC, MCAE Software; Silver Dollar City Corp., Dollywood, Silver Dollar City, White Water; Southeast United Dairy Industry Assn.; Southern Co. System Advertising, Alabama Power, Georgia Power, Gulf Power, Mississippi Power; Weyerhaeuser Corp., Independent Wood Products Group, High Quality Graphics Group, Shipping & Container div, Composite Wood div

Lost: Heck's, Inc., discount stores; Loctite Corp., Loctite and Permatex prods; Parker-Hannifin Corp., Fluidpower Systems and components; Klosterman's Baking Co.

Officers

H. Smoot Fahlgren, chmn-ceo; C. Richard Fisher, president, creative dir; James W. Swearingen, vice chmn-coo; Vincent J. Backley, William W. Kight, vice chmns; Robert F. Guirlinger, secretary; Blaine E. Gutermuth, chmn, exec committee; Donald H. Rice, chmn-Atlanta; Alf Nucifora, president, gm-Atlanta; Bob Kane, vice chmn-Atlanta; Tim Seifert, president-Cincinnati; R. Daniel Dahlen, sr vp, dir client svcs; Richard M. Imes, president-Toledo; John Ferry, president-Parkersburg; Rodney B. Stegall, exec vp, corp creative svcs

Phone: (304) 424-3591

RANK

Fallon McElligott 89

Minneapolis

($ in millions)

Worldwide	1986	1985	% chg
Gross income	11.2	10.4	7.7
Billings	93.3	81.2	14.9

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	33.1	—	—
Materials & services	13.7	—	—
Capitalized fees	46.6	—	—

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	3.2	—	—
Magazine	4.2	—	—
Radio	6.7	—	—
Spot TV	12.3	—	—
Outdoor	0.9	—	—
Bus. papers	5.8	—	—

Workforce

	1986	1985	% chg
Worldwide	108	98	10.2
U.S.	108	98	10.2

Offices

Worldwide: 1; U.S.: 1

Annual review

Highlights of 1986 were the arrival of Lee Jeans' $20 million account, Scott fertilizer ($5 million), and Wolverine's $7 million account split between Brooks running shoes and Hush Puppies, not to mention the Clio's and New York Art Directors' awards. Lowlight was the ZAP Mail work that never materialized, emotionally a big disappointment when Federal Express canceled ZAP before it began. In February, 1986, Scali, McCabe, Sloves of the Ogilvy Group purchased 75% of Fallon.

U.S. accounts

Gained: Penn Athletic; Lee Jeans; *Wall Street Journal*, special sections; Brooks; Hush Puppies; Scott's, lawn fertilizer

Lost: Armour Frozen Foods; Prince Foods, canning div; Gold N'Plump; *US* magazine

Officers

Pat Fallon, chmn; Irv Fish, ceo; Fred Senn, vp, acct svcs dir; Tom McElligott, vp, creative dir; Steve Sjoblad, president

Phone: (612) 332-2445

RANK

Foote, Cone & Belding Communications 10

Chicago

($ in millions)

Worldwide	1986	1985	% chg
Gross income	323.0	284.2	13.7
Billings	2,154.5	1,900.7	13.4
U.S.	**1986**	**1985**	**% chg**
Gross income	242.4	213.7	13.4
Billings	1,616.7	1,430.7	13.0

☑

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	250.6	213.2	17.6
Magazine	226.3	197.4	14.6
Supplements	22.6	7.2	216.4
Radio	100.2	84.4	18.7
Network TV	465.6	443.5	5.0
Spot TV	367.0	357.7	2.6
Outdoor	34.0	10.0	239.0
Point of sale	34.0	28.6	18.6
Yellow Pages	80.8	64.4	25.6
Dir. resp. TV	35.6	24.3	46.2

Workforce

	1986	1985	% chg
Worldwide	5,105	4,920	3.8
U.S.	3,326	3,282	1.3

Offices

Worldwide: 67; U.S.: 23

1986 billings by major office

($ in millions)	City	Billings
Foote, Cone & Belding	New York	388.0
Foote, Cone & Belding	San Francisco	205.0
Foote, Cone & Belding	Chicago	459.0
Foote, Cone & Belding	Los Angeles	229.0

Annual review

FCB, active on the acquisition and divestiture front in 1986, purchased Leber Katz & Partners in New York and folded its New York operations into that unit giving FCB better geographic balance, and bought agencies in Thailand, Montreal, Australia, Turkey, Venezuela and Mexico. The agency toward the end of the year sold North Castle Partners in a management buyout, Carl Byoir & Associates, and Deutsch, Shea & Evans. The wash of billings gained and lost favored the gains which totaled $380 million annualized over losses of $230 million. Of the growth of $186 million in U.S. billings, 40% came from new clients, including sizable gains in annualized billings from Colgate-Palmolive ($70 million), RJR's Salem cigarettes ($35 million), Nabisco Brands ($25 million), No-nonsense Hoisery ($20 illion), Fred Alger ($15 million), and Citicorp's Diners Club ($10 million) among others. Existing business contributed 60% of actual growth. During the year, Norman Brown became chairman, succeeding John O'Toole who retired.

U.S. accounts

Gained: Fred Alger; Colgate-Palmolive; Citicorp, Diners Club; RJR-Nabisco; NutraSweet; Lipton; Berlin Tourism; Ciba-Geigy Pharmaceuticals; Frank's Nursery & Crafts; S.C. Johnson Callico; Molson, Export; Kraft, Miracle Whip, Grated Cheese, tv specials; No-nonsense Hosiery; Mattel Inc.; AMI; Toshiba Office Products; Citicorp; Teledyne Water Pic

Lost: CBN; Clairol Inc.; IBM; Sara Lee; U.S. Telecom; Lanier, Harris; Sunkist Soft Drinks; Sitmar Cruises; Hughes; Winchell's; First Interstate

Foreign accounts

Gained: France—Groupama, CPC Knorr, Colgate, Duracelle Batt, Gillette. Germany—Schweppes, General Biscuit, Sunmaid, Beiersdorf, Colgate. Greece—Colgate. Italy—Cirio, RG/Vileda, United Brands. U.K.—Heinz, British Caledonian, Walnut Mktg Board, Marriott Hotels, Florida Citrus. Australia—Mutual Life; Waltons Dept Store, Colgate. Philippines—Colgate. Canada—Molson. Denmark—3M A/V Div, OK Data. Turkey—Colgate. Japan—British Caledonian

Lost: France—Pelforth, Picard, Data General. Germany—ICI Dulux. Italy—Renault, Testanara. U.K.—Kraft, Gordon's Gin, ICI Dulux, Data General. Canada—Kraft, Kentucky Colonel. Spain—Kraft Mayo

Officers

Norman W. Brown, chmn-ceo; Abbott C. Jones, president-coo; Stanley Katz, vice chmn, chmn FCB/Leber Katz Partners; W.R. Wirth Jr., exec vp-corp resources; Craig Wiggins, president-ceo-Continental Europe; Len Sugarman, vice chmn, cco-Europe, chmn, ceo-London; Antonio Beja, chmn-Latin America, Pacific, South Africa; Bruce Mason, president-Midwest; Thomas Randolph, chmn-West; Charles Gunderson, sr vp, secretary & treasurer; Dale Perona, sr vp, controller.

Phone: (312) 751-7000

RANK

Geer, DuBois 67

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	15.8	15.8	0.0
Billings	105.0	105.0	0.0

Annual review

Gaining the $20 million Jaguar and $8 million Amaretto di Saronno accounts highlighted 1986's performance, and maturation of the new business will spell growth for 1987. Although the loss of IBM came as a blow, new business and increased spending by current clients offset losses, enabling billings to hold steady at $105 million and income at $15.8 million. The agency is passionately committed to staying independent and mid-size, believing that it can offer clients a commitment that large publicly held agencies cannot.

U.S. accounts

Gained: Jaguar Cars; Amaretto di Saronno; Chicken By George; Fred S. James & Co., Inc.

Lost: IBM; Sikorsky Aircraft

Officers

Peter Geer, president; John Allen, exec vp, dir-client svcs; Steve Olderman, exec vp, creative dir; Doria Steedman, exec vp, dir-agency operations; James Adair, Rea Brown, Michael Garcia, Ken Heidelberg, David Idema, Fred Irwin, Robert Kilzer, Marce Mayhew, Tim O'Leary, Tom Pearse, Joy Sliwa, Rona Yohalem, sr vps; Ed Parella, vp, treasurer

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Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by ADVERTISING AGE. *See story on Page 6.*

Geers Gross Advertising

RANK **39**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	35.0	38.1	(8.1)
Billings	240.0	257.0	(6.6)
U.S.	**1986**	**1985**	**% chg**
Gross income	23.0	24.0	(4.2)
Billings	170.0	170.0	0.0

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	136.0	143.0	(4.9)
Materials & services	140.0	15.0	833.3
Capitalized fees	20.0	12.0	66.7

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	10.2	10.2	0.0
Magazine	42.5	42.5	0.0
Radio	8.5	8.5	0.0
Network TV	51.0	51.0	0.0
Spot TV	47.6	47.6	0.0
Cable TV	3.4	3.4	0.0
Outdoor	3.4	3.4	0.0
Bus. papers	3.4	3.4	0.0

Workforce

	1986	*1985*	*% chg*
Worldwide	258	280	(7.9)
U.S.	167	180	(7.2)

Offices

Worldwide: 2; U.S.: 1

Annual review

Billings growth was flat and total gross income declined because of the structure of certain client contracts in 1986. A bright spot was the potential new business gains of $15 million in annualized billings with the majority coming from Kraft Foods, while declines amounted to $3 million annualized with Schenley Imports comprising the majority. Billings growth during 1987 should come from Kraft and Quaker Oats, new introductions from L'Oreal, and existing clients Fuji Photo Film and Nintendo, videogames. In the London office, Robert E. Geers returned as creative dir of Geers Gross Ltd.

U.S. accounts

Gained: Quaker Oats; Wamsutta; Marchon Inc.; Curtis Burns; Kraft Foods, Sealtest, Polar Bar and new dairy prods; Christian Schmidt Brewing

Lost: Schenley Imports; Eagle Affiliates

Foreign accounts

Gained: Queensway; L'Oreal; Imperial; Spillers; Duff; Clairol; Hamleys

Lost: Bass; Bristol-Myers; JCCC Access; Rumbelows

Officers

Robert Gross, chmn; Hank Wasiak, president; Irwin Warren, vice chmn; John Koutsantanou, exec vp-cfo; Nancy Jo Kimmerle, exec vp, rsch dir; Russell Gilsdorf, exec vp, media dir

Phone: (212) 916-8000

Grey Advertising

RANK **11**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	309.1	259.3	19.2
Billings	2,061.7	1,729.5	19.2
U.S.	**1986**	**1985**	**% chg**
Gross income	203.6	183.2	11.1
Billings	1,358.0	1,221.9	11.1

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	1,263.3	1,029.8	22.7
Capitalized fees	86.0	192.1	(55.2)

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	93.3	97.7	(4.5)
Magazine	187.2	207.7	(9.9)
Radio	43.4	36.7	18.3
Network TV	537.5	623.2	(13.8)
Spot TV	258.1	213.8	20.7
Cable TV	31.8	36.7	(13.4)
Outdoor	9.2	6.1	—50.8
Point of sale	97.6	—	—
Yellow Pages	2.7	—	—
Dir. resp. TV	20.9	—	—
Dir. resp. radio	1.4	—	—
Dir. resp. newsp.	12.3	—	—
Dir. resp. mag.	17.9	—	—

Workforce

	1986	1985	% chg
Worldwide	4,725	4,570	3.4
U.S.	2,238	2,234	0.2

Offices

Worldwide: 145; U.S.: 5

1986 billings by major office

($ in millions)	City	Billings
Grey Advertising	New York	1,122.8
Grey Chicago	Chicago	65.0
Grey Orange County	Fount. Valley	N/A
Grey Western	San Francisco	52.8
Grey Western	Los Angeles	117.4
Gross Townsend	New York	34.0

Annual review

Grey, which built up worldwide billings by 18.7% in 1986, got a big lift from its international sector in which billings grew by $196.1 million, or 38.6% from 1985, a credit to overseas expansion of sales promotion and direct marketing, and the opening of new international offices for a net gain of 34 offices abroad. New business stateside was credited with 67% of the domestic growth in billings of $127.4 million, and existing clients the rest. Big gains came from Strohs ($50 million in annualized billings) and Quaker State ($12 million annualized). Losses were paced by Northwest Airlines ($50 million annualized). Existing client P&G pushed through $35 million more in billings for Crisco, ABC Entertainment added $25 million more and Alberto-Culver $20 million. In October, Grey purchased Gross Townsend Frank Hoffman and sold Grey Medical to BJK&E. Partial year contributions from those units are included in Grey's returns.

U.S. accounts

Gained: Grey/N.Y.: Chandris Cruises; Farley Industries; Lazarus Department Stores; Madison Square Garden Network; Marine Midland Bank; McCormick & Co.; National Dairy Promotion and Research Board/United Dairy Industry Association; Quaker State Oil Refining Corp.; Radio City Music Hall; Rorer Consumer Pharmaceuticals; Stroh Brewery Co.; Totes, Inc., media only; Travelers Mortgage Services; Upjohn Co. Grey/Chicago: Bell Federal Savings & Loan; Jewel Food Stores; Osco Drug Stores; WMAQ-TV. Grey/western div: Caesar's Tahoe; Net Express; Wyse Technology

Lost: Grey/N.Y.: Arby's Inc.; Intercontinental Hotels Corp.; No Nonsense Fashions; Revlon, Inc., Classic Cosmetics, European Collagen Complex, Moon Drops, Natural Wonder, Scoundrel; Waldenbooks. Grey/Chicago: Regina Co. Grey/Twin Cities: Northwest Airlines. Grey/western div: Kikkoman International; Moctezuma Imports

Foreign accounts

Gained: Mars-Australia, Austria, France; Olivetti-Australia, New Zealand; Bayer-Austria, U.K.; BSN-Austria, Belgium; Nike-Austria, Belgium, France, U.K.; GD Searle & Co.-Canada, Sweden; PLUNA Airlines-Chile, Uruguay; Hella-Germany, Netherlands; Hertz-Germany, South Africa, U.K.; U.S. Mint-Germany, Hong Kong, Japan; Mitsubishi-Malaysia, Thailand; Wrigley-Malaysia, Singapore.

Lost: Martini & Rossi-Argentina; Mennen-Austria, U.K.; Citroen-Belgium; Northwest Airlines-Belgium, Taiwan; Simplicity Patterns-Belgium, New Zealand; AES Data-Canada, Germany, Netherlands, Spain, Switzerland; Canada Dry-Canada; Fisher audio/video-Chile; Toyota-Chile; BSN-France; Vittelloise-France; Honeywell-Hong Kong; GTE Sylvania-Italy; Asahi Optical-Japan; Kirin Brewery-Japan; InterContinental-Netherlands, Spain; Jockey-Netherlands; Smith Kline French-New Zealand; American Home Products-Peru; CPC-Peru; Winchell's Donuts-Philippines; Revlon-South Africa; Kroy-Spain, U.K.; Skanska Banken-Sweden; Pennzoil-Switzerland; Dunkin Donuts-Taiwan

Officers

Edward H. Meyer, president & chmn; Robert L. Berenson, exec vp-admin; Alan B. Fendrick, exec vp, treasurer, secretary; Barbara S. Feigin, exec vp, dir mktg, planning & strategic devel; Richard M. Karp, exec vp, dir creative svcs; Alec Gerster, exec vp, dir-media & programming; Stephen A. Novick, exec vp, dir-broadcast production

Phone: (212) 546-2000

Griffin Bacal

RANK **60**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	18.5	17.6	5.4
Billings	142.3	117.0	21.6

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	120.4	110.4	9.1
Materials & services	21.4	6.7	221.8

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	—	0.4	—
Magazine	5.3	6.0	(10.6)
Radio	0.1	0.6	(84.5)
Network TV	28.0	25.9	7.9
Spot TV	84.3	76.9	9.6
Cable Tv	2.7	0.6	384.6

Workforce

	1986	*1985*	*% chg*
Worldwide	175	152	15.1%
U.S.	175	152	15.1

Offices

Worldwide: 1: U.S.: 1

Annual review

Griffin Bacal posted a solid 21.6% increase in billings over 1985, reaching $142.3 million, with the increase split one-third from new client Stride-Rite and two-thirds from current clients Playskool and Franklin Mint. Commodore's billings will show up in 1987.

U.S. accounts

Gained: Stride Rite; Commodore

Lost: none

Officers

Tom Griffin, president; Joe Bacal, exec vp, dir creative scvs; Art Heller, exec vp, dir of media; Paul Kurnit, exec vp, dir client scvs; Lenny Leokum, sr vp, creative dir; Bob Darcy, exec vp, treasurer; Bob Marden, Gordon Hunt, Mary Sue Robinson, Bob Horne, vps, mgmt supers; Heidi Kahme, vp, dir broadcast; Ed Torton, Lois Sandberg, Michael Zambrelli, Maurice Mahler, vps, assoc creative dirs.

Phone: (212)337-6300

GSDM

RANK **94**

Austin, Texas

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	10.5	9.5	10.6
Billings	85.1	76.2	11.7

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	85.1	76.2	11.7

Workforce

	1986	*1985*	*% chg*
Worldwide	135	155	(12.9)
U.S.	135	155	(12.9)

Offices

Worldwide: 4; U.S.: 4

1986 billings by major office

($ in millions)	*City*	*Billings*
GSDM	Austin, Tex.	60
GSDM	Houston	9
GSDM	San Antonio	N/A
GSDM	Dallas	16

Annual review

GSDM added $8.9 million in net billings in 1986, two-thirds of which came from growth in existing business. The churn of clients gained and lost produced $2.7 million growth in annualized billings as new clients brought in $6.6 million and the two exiting accounts took away $3.9 million in billings.

U.S. accounts

Gained: Houston Lighting & Power; Quik Wok Restaurants; Rodeway Inn International; Barg's Root Beer; Taco Bell, Hispanic; Caliente Chili

Lost: SIGNA; Moore Business Systems

Officers

Stephen Gurasich, chmn; Roy Spence, president; Tim McClure, exec creative dir; Judy Trabulsi, media dir; Carl Larkin, president-Dallas; Robert Lansdowne, president-Houston

Phone: (512) 327-8810

Hal Riney & Partners

RANK **73**

San Francisco

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	15.0	—	—
Billings	130.0	—	—

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Print	32.5	N/A	—
Radio	13.0	N/A	—
TV	78.0	N/A	—

Annual review

In its first full year of operation, Hal Riney & Partners, formerly O&M, San Francisco, has achieved billings of $130 million, and opened new shops in Chicago and New York. New billings in 1986 came close to $35 million. New business gains, Tootje dessert snacks and P-C's Ltd., should ensure continued billings growth for 1987.

U.S. accounts

Gained: Izod (golf, tennis); New Zealand Kiwi Fruit Authority; Anheuser-Busch (corp, new prods); See's Candies; Blue Cross Blue Shield-Illinois.

Resigned: G. Heileman Brewing Co.; Stuart Anderson's Restaurants.

Officers

Hal Riney, chmn-ceo; James D. Travis, president-coo; John Yost, sr vp, genl mgr-SF; Tom Sharp, sr vp, genl mgr-Chicago; Peter Murphy, sr vp, exec creative dir-SF; Bruce Campbell, Jerry Andelin, sr vps, creative-SF; David Lamb, sr vp, exec creative dir-Chicago; Tom Rost, sr vp, exec creative dir-NY.

Phone: (415) 981-0950.

HBM/ Creamer

RANK **33**

Boston

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	40.1	[illegible]	32.8
Billings	267.0	201.0	32.8

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	267.0	201.0	32.8

Workforce

	1986	*1985*	*% chg*
Worldwide	558	N/A	—
U.S.	558	N/A	—

Offices

Worldwide: 5; U.S.: 5

1986 billings by major office

($ in millions)	*City*	*Billings*
HBM/Creamer	Boston	142.0
HBM/Creamer	Chicago	28.0
HBM/Creamer	Pittsburgh	97.0

Annual review

With the takeover of HBM/Creamer by WCRS Group PLC in September and the subsequent spinoff of its New York office, the 1986 figures do not reflect the banner year it was in fact for the agency: Boston had the best year in its 12-year history, Pittsburgh added some $20 million in new and increased business, the agency acquired Schneider, Parker & Jakuc and its $20 million billings, and the design and direct marketing units expanded. Morale remains high, new business activity is brisk, and hiring of new people continues. A major factor in maintaining the high morale has been the appointment of 16-year agency veteran Mary Moore as president of the Boston office. Accounts at the New York office were divided between WCRS's Della Femina Travisano & Partners and newly formed independent Pedone & Partners Inc., which opened officially in January, 1987, and is headed by Michael F. Pedone, former president of HBM/Creamer New York. Della Femina got about $70 million in annualized billings from nine accounts, led by the $20 million Sheraton Hotels division of ITT and A&W Root Beer. Pedone & Partners walked away with $18 million in billings on 13 accounts: Cumberland Packing Corp.'s Sweet 'N Low; W. Goebel's Hummel figurines; Palm Beach Inc.'s Evan-Picone and Palm Beach clothing; S.T. Dupont division of Gillette; Knomark's Ty-D-Bol, Primo and Esquire shoe polishes; Tradex, discount brokerage; Shaw-Ross International's White Horse Scotch; Florasynth, flavors and fragrances; and the food service and military advertising for N. Dorman's cheese, Lindy's cheesecakes, T.J. Lipton's teas, Chesebrough-Ponds, and Colgate. Since the takeover by WCRS, HBM/Creamer's pr division has been established as an independent subsidiary, Creamer Dickson Basford. HBM/Creamer with its main office in Boston also has offices in Pittsburgh and Providence, as well as an account service office in Hartford.

U.S. accounts

Gained: Digital Equipment Corp.; Stouffers Dinners Supreme; Beecham Cosmetics; Allied Automotive Aftermarket; Foot-Joy; Price Chopper; Pittsburgh Brewing; Alcoa Kitty Whiskers; Nestle Dairy Products

Lost: Emhart; Marshalls; Codex; RediVision; Pittsburgh Visitors Center

Officers

Edward Eskandarian, ceo, chmn; William E. Sprague, chmn-Pittsburgh; John F. Waldron, president, creative dir-Pittsburgh; Richard J. Weber, Howard S. Gittins, exec vps-Pittsburgh; Stanley Muschweck, Lester E. Gallagher, Richard Grinberg, John O'Leary, sr vps-Pittsburgh; Mary E. Moore, president, creative dir-Boston; Richard L. Britton, Michael H. Reingold, exec vps-Boston; Ronald M. Lawner, Robert F. Schneider, John C. Hersey, sr vps-Boston; Cheryl Heller, sr vp-design group, Boston; Albert Jay Rosenthal, chmn-Chicago; John A. Wiegand, vice chmn-Chicago; Sy Dordick, president-Chicago; Mitchell S. Weeks, sr vp, genl mgr-Providence; Guy Corcoran, Peter G.H. Kelly, sr vps; Alan E. Cole, sr vp, mgr-Hartford

Phone: (617) 723-7770

HCM

RANK **17**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	106.0	95.8	10.7
Billings	723.0	638.7	13.2
U.S.	**1986**	**1985**	**% chg**
Gross income	24.2	24.8	(2.4)
Billings	177.6	165.4	7.4

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	94.9	85.6	10.9
Materials & services	24.4	2.1	(23.9)
Capitalized fees	58.3	47.7	22.2

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	13.3	8.3	60.0
Magazine	13.4	17.5	(23.7)
Supplements	0.1	0.2	(45.3)
Radio	12.1	8.0	52.6
Network TV	12.1	2.0	514.7
Spot TV	20.1	13.6	47.8
Outdoor	1.6	1.5	4.7
Bus. papers	22.2	28.5	(22.1)

Workforce

	1986	*1985*	*% chg*
Worldwide	1,396	1,430	(2.4)
U.S.	280	341	(17.9)

Offices

Worldwide: 31; U.S.: 3

1986 billings by major office

($ in millions)	*City*	*Billings*
HCM	Los Angeles	22.4
HCM	Chicago	80.4
HCM	New York	69.0
HCM	Denver	0.2
HCM	Pittsburgh	5.5

Annual review

Domestic growth of 7.4% in billings

was split between new clients (53%) and existing ones (47%) at HCM, owned 51% by Paris-based Eurocom and 49% by Young & Rubicam. Overseas, billings growth continued at a healthy 15% clip with the offices in France particularly showing good health. The agency domestically gained $22 million in annualized billing, the majority coming from Peugeot Motors, while losing $16 million in annualized billings from the Jack-in-the-Box. The agency looks for continued growth from clients, Dannon and Blue Cross & Blue Shield and several clients gained in late 1986. The agency continued its consolidation of offices by closing its Pittsburgh unit.

U.S. accounts

Gained: Peugeot Motors of America; Dow, new assignments; Columbia Savings and Loan

Lost: Jack-in-the-Box, foodmaker

Foreign accounts

Gained: France, Germany—Bisquit, cognac. France—Berlitz School; National Lottery; Larousse, dictionary; Paribas, bank; Hewlett Packard, computers; KIS, photo; CGE, electronic; Champion, supermarkets. Belgium—Materne, jams. Germany—Deinhard, wines; Sonnen & Bassermann, foods. Switzerland—Swiss Credit Bank, new assignment; Bongrain, cheese. England—Sony, tapes; Reckitt Coleman, air freshener; Sunbeam Corp. Italy—Hanorah, cosmetics; Essilor, glasses; Lovable, women's clothing; Pan Am. Spain—Henkel, new prods; BDF Nivea, cosmetics; CPC, pasta; Tempo, feminine; *MIA*, magazine. Netherlands—Prince, cigarettes. Pan Europe—Orangina, beverage; Pommery, champagne

Lost: France—SNCF, national railroad; Minelli, shoes; Bridel, cheese, dairy prods. Germany—Spies Hecker, paintings. England—Allied Bakeries; Software Publishing. Holland—Lotto

Officers

Robert Schmetterer, ceo-worldwide; Alain dePouzilhac, coo-Europe; Patrick Hillman, mng dir-New York; Dale Landsman, mng dir—Chicago; Charles W. Reynolds Jr., mng dir-Los Angeles; Michael Drazen, John Danza, exec vps

Phone: (212) 752-6500

Henderson Advertising — RANK 87

Greenville, S.C.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	12.0	11.7	2.4
Billings	80.1	78.3	2.3

U.S. billings

($ in millions)	1986	1985	% chg
Media	59.8	59.7	0.2
Materials & services	11.3	10.7	5.1
Capitalized fees	9.0	8.0	12.6

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	1.8	3.0	(39.8)
Magazine	4.6	4.4	5.1
Radio	5.2	4.8	9.2
Network TV	33.0	31.0	6.5
Spot TV	11.1	13.1	(15.6)
Cable TV	2.0	0.6	231.2
Outdoor	0.8	0.6	26.7
Bus.papers	0.7	0.6	13.8
Point of sale	—	1.8	—
Direct mail	0.7	0.6	23.2
Dir. resp. newsp.	0.1	—	—
Dir. resp. mag.	0.1	0.6	(90.3)

Workforce

	1986	1985	% chg
Worldwide	120	136	(11.8)
U.S.	120	136	(11.8)

Offices

Worldwide: 1; U.S.: 1

Annual review

The precipitous drop of the dollar in 1986 led to reductions in ad spending by clients, "21" Brands and St. Pauli Girl, who market imported beers and wines, which in turn reduced Henderson's predicted 9% increase in 1986. Vigorous new client business offset these reductions, giving Henderson a year-to-year billings increase of 2.2%. With the leveraged buyout of the agency complete, the next level of management was promoted from within. In March, 1987, Bob Jones joined the agency as executive creative director, coming from the JWT shop in Atlanta. Long-range plans include remaining independent, doubling in size in the next five years, and possible acquisition of another agency outside South Carolina. Henderson serves clients from New York to Florida and west to Indianapolis. The agency predicts a 5% increase in business for 1987.

U.S. accounts

Gained: Murray Chris Craft; Sylvania Color Television; Philco Color Television; Pryde's Restaurants, Spartan Foods; "21" Brands-Paul Cheneau

Lost: None

Officers

Ralph W. Callahan Jr., chmn-ceo; James F. Brandhorst Jr., president; John J. Kennedy Jr., exec vp, cfo; Bob Jones, exec vp, creative; Mike Daly, Beverly Grant, Bruce Mitchell, Bob Reuschle, sr vps-creative; Lyda Mathis, sr vp-accounting; Gordon McDonald, Mike Zeller, sr vps-acct svcs; Mike Wilson, sr vp-mktg svcs

Phone: (803) 271-6000

Hicks & Greist — RANK 82

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	12.4	12.3	0.8
Billings	96.2	94.0	2.3

U.S. billings

($ in millions)	1986	1985	% chg
Media	89.0	87.0	2.3
Materials & services	3.3	3.2	3.1
Capitalized fees	3.9	3.8	2.6

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	11.5	11.3	1.8
Magazine	24.1	25.4	(5.1)
Radio	7.7	6.6	16.7
Network TV	18.3	18.8	2.7
Spot TV	23.1	20.7	11.6
Cable Tv	2.9	2.8	3.6
Outdoor	1.0	1.9	(47.4)
Bus. papers	3.8	2.8	35.7
Transit	1.0	0.9	11.1
Point of sale	1.0	0.9	11.1
Direct mail	1.9	1.9	—

Workforce

	1986	1985	% chg
Worldwide	128	125	2.4
U.S.	128	125	2.4

Offices

Worldwide: 1; U.S.: 1

Annual review

New business gains during 1986 accounted for 75% of the billings growth while existing clients added the remainder. Over the course of 1986, the agency gained a potential $7 million in annualized billings with the majority coming from Resorts International. The annualized billings value of accounts lost during the year amounted to $200,000. In the early months of 1987, the agency gained the estimated $5 million Ciba-Geigy business, which along with the product expansion plans of Riunite, fruit wines, and H.P. Hood, dairy products, could help the agency top 1986's nominal 2.3% billings growth.

U.S. accounts

Gained: Resorts International; Italian Trade Commission; Eagle Affiliates; Cardio Fitness Centers

Lost: Family Circle; Comstock

Officers

Charles V. Skoog Jr., chmn; D. Edward Ricchiuto, vice chmn; Hank Seiden, president; William Roper, chmn-exec committee; William Wurtzel, exec vp, creative dir; Gerry Cutler, exec vp-acct svcs; Ken Silvers, Roger Selden, sr vps-acct scvs; Robert Tenny, president-E.T. Howard; I.S. Kogan, president-I.S. Kogan

Phone: (212) 370-9600

Hill, Holliday, Connors, Cosmopulos — RANK 35

Boston

($ in millions)

Worldwide	1986	1985	% chg
Gross income	39.4	32.7	20.3
Billings	262.5	218.1	20.3

U.S.	1986	1985	% chg
Gross income	31.7	28.8	10.1
Billings	211.4	192.0	10.1

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U.S. billings

($ in millions)	1986	1985	% chg
Media	37.9	37.9	(0.0)
Materials & services	5.2	4.7	11.5
Capitalized fees	168.3	149.4	12.6

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	38.0	34.6	10.1
Magazine	48.6	34.6	40.7
Radio	27.5	19.2	43.1
Network TV	23.3	28.8	(19.2)
Spot TV	42.3	48.0	(11.9)
Cable TV	2.1	3.8	(44.9)
Outdoor	2.1	5.8	(63.3)
Bus. papers	6.3	5.8	10.1
Direct mail	10.6	5.8	83.5
Dir. resp. TV	2.1	—	—
Dir. resp. mag.	8.5	5.8	46.7

Workforce

	1986	1985	% chg
Worldwide	486	524	(7.3)
U.S.	350	395	(11.4)

Offices

Worldwide: 6; U.S.: 2

1986 billings by major office

($ in millions)	City	Billings
HHCC	New York	4.3
HHCC	Boston	187.7

Annual review

The acquisition of the London agencies Aspect, now Aspect Hill Holliday, and Woodman Chapman Hudson, helped fuel a 95% increase in overseas billings. HHCC has offices in Frankfurt, Hong Kong, London, and Paris, and affiliates in Sydney and Toronto, billings from the latter two of which were not consolidated. On the domestic front, existing clients, notably John Hancock, accounted for 70% of 1986 billings growth, while new clients, Bank of New England, L.L. Bean, and Revlon contributed the remaining 30%. HHCC expects good billings growth in 1987. It gained a potential $60 million in annualized billings with Bank of New England and Revlon contributing about $20 million each, while declines in annualized billings amounted to only $23.5 million, with BayBanks and Gould representing $8 million each.

U.S. accounts

Gained: Bank of New England; Centrust; L.L. Bean; Labatt's Importers; LJN Toys Ltd.; Revlon, Charlie, Intimate, new prods; Oppenheimer Management Corp.; Towle Manufacturing Co.; Page Systems; Ethan Allen Inc.

Lost: BayBanks; Spalding; Ocean Spray; Gould; Colours; Cellular One

Foreign accounts

Gained: AST; Arthur Andersen; Texas Instruments; G-Plan; Pontins; Help the Aged; Max Factor; Chelsea Building Society; Reebok France; UCCEL Software; Rado Watch; ISSCO; Benson; Hermes; Computervison; Fidelity; RHM Foods; Arthur D. Little; John Henry Shirt; Lady Manhattan; Pierre Balmain; AGC Finance

Lost: Abbey Life; Wendy Wool; Sinclair; Alberto Culver

Officers

George J. Hill III, chmn, creative dir; John M. Connors Jr., president-ceo; Dick Pantano, vice chmn, creative dir; Jack Sansolo, vice chmn-mktg, corp devel; Joseph E. Norberg, cfo, treasurer; Walter M. Pile Jr., exec vp, asst to president; Anthony Winch, exec vp, co-creative dir; Nola Anderson, Scott Cheyne, Michael Wilder, sr vps, group acct dirs; Pat Casale, Dennis Farrington, Justin Harrington, William Matteson, Thomas Woodard, sr vps, mgmt supers; Carolyn Clark, sr vp, mktg, strategic planning dir; Herb Coughlan, sr vp, human resources dir; Don Easdon, sr vp, co-creative dir; Ann Finucane, sr vp, broadcast dir, mgr creative svcs; William Heater, sr vp, assoc creative dir; Felice Kincannon, sr vp, media svcs dir; John F. Mills, sr vp-finance, admin; Peter Nichols, sr vp, assoc creative dir; Susan Smith, sr vp-intl; H. Scott Thomson, sr vp-integrated svcs; Malcolm MacDougall, president-New York; Tony Angotti, sr vp, co-creative dir-New York; Gary Gigot, sr vp, dir client svcs-New York; Christine Miller, sr vp, mng dir-New York; Joseph O'Neill, sr vp, co-creative dir-New York.

Phone: (617) 437-1600

Ingalls, Quinn & Johnson — RANK 61

Boston

($ in millions)

Worldwide	1986	1985	% chg
Gross income	17.6	7.4	138.0
Billings	117.4	49.3	138.0

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	92.4	38.8	138.0
Materials & services	10.7	4.5	138.0
Capitalized fees	14.3	6.0	138.0

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	18.0	7.4	143.3
Magazine	25.0	9.9	153.5
Radio	18.0	74.0	(75.7)
Network TV	59.0	1.0	5,800.0
Spot TV	25.0	10.0	150.0
Cable TV	0.2	—	—
Outdoor	0.1	—	300.0
Transit	0.0	0.0	400.0
Yellow Pages	0.2	—	—

Workforce

	1986	1985	% chg
Worldwide	273	110	148.2
U.S.	273	110	148.2

Offices

Worldwide: 1; U.S.: 1

Annual review

Highlights at Ingalls/Quinn & Johnson were the consolidation of the two agencies under the BBDO Worldwide (Omnicom) umbrella and the move to new headquarters. Conflicts caused by the Q&J purchase of Ingalls produced a drop of $10.2 million in annualized billings; however, it strengthened the delivery of account services and attracted $6.5 million in potential annualized billings, the majority of which came from Putnam Financial services and *Boston Herald*. Sizable new business acquisitions, and a 5-10% increase in ad budgets of existing clients are anticipated for 1987.

U.S. accounts

Gained: *Boston Herald*; Hit or Miss, retail chain; Putnam Financial; Steinway, pianos; Symbolics; Amstelland-USA, wholesaler construction materials

Lost: Ground Round restaurants; Lowell Shoe; *Worcester Telegram & Gazette*; Dodge-New England

Officers

S. Joseph Hoffman, chmn-ceo; Richard C. Garrison, president; Edwin P. Carboni, Brendan Kelley, Carol Wright, exec vps

Phone: (617) 437-7000

Jordan, Manning, Case, Taylor & McGrath — RANK 41

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	32.7	29.4	11.2
Billings	240.0	210.0	14.3

U.S. billings

($ in millions)	1986	1985	% chg
Media	199.7	175.8	13.6
Materials & services	8.3	6.2	33.9
Capitalized fees	32.0	28.0	14.3

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	4.8	4.2	14.3
Magazine	14.4	33.6	(57.1)
Supplements	2.4	4.2	(42.9)
Radio	24.0	25.2	(4.8)
Network TV	124.8	73.5	69.8
Spot TV	52.8	56.7	(6.9)
Cable TV	12.0	8.4	42.9
Outdoor	2.4	2.1	14.3
Bus. papers	2.4	2.1	14.3

Workforce

	1986	1985	% chg
Worldwide	285	276	3.3
U.S.	285	276	3.3

Offices

Worldwide: 1; U.S.: 1

Annual review

The agency, which added Burt Manning (former chairman-ceo JWT USA) to its shingle, pulled in $35 million in new business. Existing business generated an estimated $10 million more. Annualized billing gains included: Quaker, Life cereal, Natural cereal, Puss n' Boots cat food, $20 million; Borden, Wise Snack Foods, $5 million; P&G, Bounty, $10 million. Total losses for 1986 amounted to $15 million with $9 million of that attributed to Kobrand Corp.

U.S. accounts

Gained: P&G, Bounty; Quaker, Life Cereal, Natural Cereal, Puss n' Boots,; Upjohn, Haltran; Nestle, Laffy Taffy; A.H. Robins, Donagel; Bordens, Wise Snack Foods

Lost: Jones Dairy Farm; Kobrand Corp.

Officers

James J. Jordan Jr., chmn; Burt Manning, chmn-exec committee; Patrick J. McGrath, president; John L. Taylor, Eugene Case, exec vps

Phone: (212) 326-9100

Kallir, Philips, Ross — RANK 74

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	13.9	11.6	20.3
Billings	124.2	112.9	10.0

U.S.	1986	1985	% chg
Gross income	12.3	11.4	7.2
Billings	113.0	111.8	1.0

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	16.9	21.4	(20.8)
Materials & services	14.3	14.2	0.7
Capitalized fees	81.7	76.2	7.2

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	—	1.1	—
Medical journ.	61.0	61.5	(0.8)
Cable TV	—	1.1	—
Direct mail	29.4	25.7	14.2

Workforce

	1986	1985	% chg
Worldwide	190	185	2.7
U.S.	155	150	3.3

Offices

Worldwide: 3; U.S.: 1

Annual review

To mark its 25th year as a medical advertiser, the agency added a consumer products division and expanded overseas, entering the European market through its new Paling-Ellis/KPR operation, purchased in 1985, with offices in London and Brussels. The international business offset the more sluggish domestic side which rose a mere 1%, giving an overall 10% increase in billings in 1986. The agency got a number of new products from one of its biggest clients, Johnson & Johnson. KPR moved with its parent, Doyle Dane Bernbach, to Omnicom last year when DDB merged with Needham, and is now part of the D.A.S. group at Omnicom.

U.S. accounts

Gained: Ortho Biotech, OKT3; Sterling Int'l, Indcor; Ortho Int'l, O/C's; Vistakon, contact lenses; Rorer, Maalox-Perdiem

Foreign accounts

Gained: Sanaco; Cilaq; Merrill Dow; Glaxo/Oflockhart; Lederle; Syva; Wellcome; K. Creation; Duphar; E.M.S.; Brocades; DeCagnarge; Grosvener Stewart; K. Concept

Officers

John Kallir, chmn-ceo; Warren Ross, Gerald M. Philips, vice chmn; Norman Cooper, president-coo; Richard Grossman, exec vp-copy; Leo Palmer, exec vp-client svcs & mktg; John Geryak, exec vp-art; John Racik, exec vp-otc div

Phone: (212) 878-3815

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age. *See story on Page 6.*

RANK

Keller-Crescent Co. 56

Evansville, Ind.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	20.3	22.0	(7.4)
Billings	108.9	117.5	(7.4)

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	21.2	25.1	(15.6)
Materials & services	34.7	36.7	(5.4)
Capitalized fees	53.0	55.7	(4.9)

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	9.7	10.6	(9.0)
Magazine	20.4	22.0	(7.0)
Radio	7.0	8.2	(15.2)
Spot TV	22.9	24.4	(6.1)
Outdoor	2.8	3.3	(15.8)
Bus. papers	7.1	8.3	(14.8)

Workforce

	1986	*1985*	*% chg*
Worldwide	560	560	0.0
U.S.	560	560	0.0

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	*City*	*Billings*
Keller-Crescent Co.	Dallas, Irving	22.4
Keller-Crescent Co.	Evansville	86.5

Annual review

On Jan. 1, 1987, the agency was purchased from American Standard in a management-led leverage buyout. Billings growth patterns tied to the existing client base are expected to continue. Such internal growth in 1986 came to 90% of overall billings growth. One obstacle to overcome will be restoring the loss of $25 million in annualized billings from clients in 1986, notably Lincoln Manufacturing and Wayne Dalton. On the upside, $20 million in annualized billings came in the door with new clients in 1986, particularly Eureka Co., Pinkerton Tobacco and Amoco Oil, lubricants div.

U.S. accounts

Gained: Weaver Popcorn; A&H Truck Line; Carpenter Body Works; Eureka Co.; Forethought Group; Kinnear div., Harsco; Swift-Eckrich; Pinkerton Tobacco; Amoco Lubricants; Grasso, Inc.; Lewis Bakeries; Hewlett-Packard Co.; Voice Com Systems; Brock Hotel Corp.; Peer Services; Irving Convention & Visitors Bureau; Microcard Technologies; Porter Paint Co.

Lost: Lincoln Mfg Co.; Majestic Co.; Orthopedic Equipment Co.; WABCO Construction & Mining Equipment; Wayne Dalton Corp.; Ignitor Products; Honeywell Optoelectronics; Registry Hotel Corp.

Officers

Thomas Smythe, president; Robert Hampel, sr exec vp; Al Samuelson, exec vp, dir-planning, creative & media; Del Graham, exec vp-production & oper svc; Fred Kitch, exec vp-mktg & sales; Jack Cohen, exec vp-client svcs; Richard Wittgen, sr vp-client svcs; Ben Fitzpatrick, Frank Ferrara, Ron Edwards, group vps-client svcs; Ron Lucas, Dave Painter, Ronald B. Watkins, Gene Hacker, Ray Canafax, Gary McCamment, Kay Fitzpatrick, Hank Zunk, Pete Quinlan, Steve Nienaber, Don Minton, Paul Huttlin, Dennis Sanner, vps, acct supers; Jim Weitzel, vp-mktg svcs; Gerald Ulrich, Betty Chaffin, Pat Fagan, vps, creative dirs; Allen Mounts, vp-human relations; Bob Ubelhor, vp-A/V operations; Eugene Stevens, vp-creative prod svcs; Ray Trapp, president-Dallas; Thomas M. O'Connor, exec vp-client svcs-Dallas; Dick Thomas, exec vp, creative dir-Dallas; Robert A. Reagan, sr vp, mgmt super-Dallas; Shirley Weiss, vp, media dir-Dallas; Deborah Garton, vp, pr-Dallas

Phone: (812) 464-2461

RANK

Kenrick Advertising 92

St. Louis

($ in millions)

Worldwide	1986	1985	% chg
Gross income	10.8	9.2	18.0
Billings	52.0	49.8	4.3

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	12.7	12.6	0.7
Materials & services	17.6	14.1	24.7
Capitalized fees	21.8	23.2	(6.1)

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	2.1	2.5	(16.5)
Magazine	6.2	6.0	4.3
Medical journ.	1.0	0.5	108.6
Supplements	—	0.5	—
Radio	11.4	9.0	27.5
Network TV	2.6	1.5	73.9
Spot TV	15.6	11.0	42.3
Cable TV	2.1	1.5	39.1
Outdoor	0.5	0.5	4.3
Bus. papers	2.6	3.5	(25.5)
Farm publications	5.2	11.0	(52.6)
Transit	0.5	0.5	4.3
Point of sale	1.0	1.0	4.3
Direct mail	1.0	1.0	4.3

Workforce

	1986	*1985*	*% chg*
Worldwide	178	205	(13.2)
U.S.	178	205	(13.2)

Offices

Worldwide: 9 ; U.S.: 9

Annual review

A new entrant to the ranks of the top 100 agencies by gross income, Kenrick's 1986 growth came 75% from existing clients like Sandoz agribusiness and 25% from new clients, notably ConAgra frozen foods, and KangaROOS. During 1986, the agency gained a potential $4.8 million in annualized billings, while losing $4.6 million, some $3.1 million of that from Elanco. Kenrick, which has 9 offices in the St. Louis area, opened an office in Springfield, Mo. In the future, the agency wants to expand its consumer products accounts in order tc avoid having to lay off people as it did in 1986 in the direct marketing and direct mail areas.

U.S. accounts

Gained: KangaROOS; ConAgra; Mark Twain Bancshares

Lost: Barnes Hospital; Elanco, cattle & poultry

Officers

C.R. Sides, chmn; E.D. Duncan, vice chmn; K.H. Hieronymus, president; J.L. Miller, C.A. Stillwell, exec vps; N.A. Berger, Clancy Strock, Gary Emmer, J.Y. Lin, sr vps

Phone: (314) 726-6020

RANK

Ketchum Communications 21

Pittsburgh

($ in millions)

Worldwide	1986	1985	% chg
Gross income	75.3	62.9	19.8
Billings	528.5	419.5	26.0
U.S.	**1986**	**1985**	**% chg**
Gross income	69.3	56.9	21.8
Billings	488.5	379.5	28.7

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	324.3	247.5	31.0
Materials & services	30.8	27.5	11.8
Capitalized fees	133.4	104.5	27.7

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	29.0	22.4	29.1
Magazine	60.7	49.8	21.8
Radio	20.7	11.8	75.6
Network TV	49.1	36.6	34.1
Spot TV	119.2	93.2	27.8
Outdoor	1.8	2.4	(22.5)
Bus. papers	24.4	19.8	23.0
Yellow Pages	56.5	41.8	35.3
Direct mail	14.0	19.8	(29.2)

Workforce

	1986	*1985*	*% chg*
Worldwide	1,110	1,050	5.7
U.S.	905	864	4.7

Offices

Worldwide: 18; U.S.: 12

1986 billings by major office

($ in millions)	*City*	*Billings*
Ketchum	Pittsburgh	115.4
Ketchum	San Francisco	147.4
Ketchum	Los Angeles	58.0
Ketchum	New York	71.0
Ketchum	Philadelphia	53.6
Ketchum	Washington	24.9

Annual review

The 28% growth in billings came largely from American Honda Motor Co.'s Acura div, which introduced the Acura automobile in March. New business from DuPont, electrical div, Melitta, coffee prods, and local Acura dealerships have the potential to produce $27 million in annualized billings in 1987. Account losses on an annualized basis where kept to an estimated $2.5 million.

U.S. accounts

Gained: Du Pont-Electronics div; Melitta; Tofutti Brands; Perche No!; Donner Mountain; Flecto-Varathane; Rust-Oleum; Greater Pittsburgh Convention & Visitors Bureau; Bay Area Acura Dealers; Philadelphia Acura Dealers; Washington Acura Dealers; Tri-State Acura Dealers, New York, N.Y., Conn.

Lost: SAGA Corp.; Westinghouse Credit Corp.

Foreign accounts

Gained: Pocari Energy Drink, Jardine Matheson-Singapore, Hong Kong

Lost: Epson Computers-France

Officers

William H. Genge, chmn-ceo; Gerald J. Voros, president-coo; Edward L. Graf, exec vp-finance & law; Joseph M. Coogle, exec vp-operations & planning; John R. Mather, exec vp-info & rsch; Paul Alvarez, chmn-Ketchum Public Relations; David Drobis, president-Ketchum Public Relations; Herbert D. Gordon, president-Ketchum Yellow Pages; Thomas J. Smith, president-Ketchum International; John Fitzgerald, president-Ketchum Advertising/Pittsburgh; Robert W. Kroyer, president-Ketchum Advertising/San Francisco; J. Craig Mathiesen, president-Ketchum Advertising/Los Angeles; Thomas R. Miller, president-Ketchum Advertising/New York; Gerald S. Grosso, president-Ketchum Advertising/Philadelphia

Phone: (412) 456-3500

RANK

Kobs & Brady Advertising 88

Chicago

($ in millions)

Worldwide	1986	1985	% chg
Gross income	12.0	10.2	17.4
Billings	81.0	70.3	15.2

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	16.8	11.2	49.6
Materials & services	4.3	3.7	14.7
Capitalized fees	59.9	55.3	8.3

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Direct mail	16.9	10.8	56.6
Catalogs	8.2	5.3	55.7
Dir. resp. TV	24.6	9.3	165.5
Dir. resp. radio	3.2	2.2	43.7
Dir. resp. newsp.	2.1	2.0	3.7
Dir. resp. mag.	21.6	19.7	10.1
Telemarketing	3.2	2.1	55.8
Free-standing inserts	1.2	0.8	55.8

Workforce

	1986	*1985*	*% chg*
Worldwide	141	133	6.0
U.S.	141	133	6.0

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	*City*	*Billings*
Kobs & Brady	New York	38.3
Kobs & Brady	San Francisco	2.3
Kobs & Brady	Chicago	40.4

Annual review

As billings growth slowed to a less dramatic 15.2% from 35.2% in 1985, the drama at this direct marketing agency reverted to its ownership. After wedding its fortunes to Ted Bates Worldwide in April, the agency soon found itself in another camp when Bates was bought out by Saatchi & Saatchi. Some 78% of billings growth came from new clients, particularly Fidelity Investments and Tupperware. It lost an estimated $4 million from client departures. The agency opened a San Francisco office.

U.S. accounts

Gained: Anheuser-Busch; Procter & Gamble; Fidelity Investments; North American Philips; Kal Kan; Times Mirror Cable; American Express Life Insurance

Lost: American Home Shield; Colgate Palmolive; Kroger; Beltone

Officers

Jim Kobs, chmn; Howard Draft, president; Tom Brady, Robert DeSena, Roy Beauchamp, exec vps; Sandy Toback, Dan Ginsburg, Sid Liebenson, Lynn Fantom, Glenn Peters, Sandy Moltz, Amelia Capriulo, sr vps; Richard Meyers, vp, dir of finance

Phone: (312) 944-3500

RANK

Kornhauser & Calene 78

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	13.2	11.2	17.9
Billings	122.0	111.0	9.9

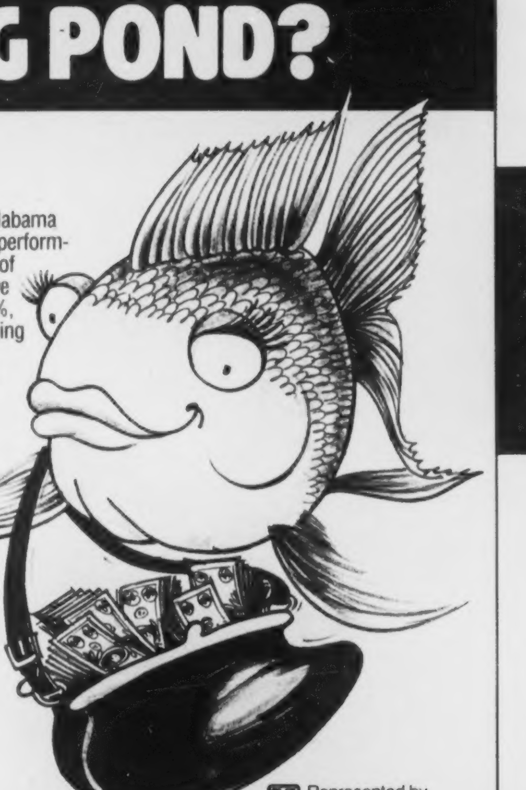
☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	119.0	108.0	10.2
Capitalized fees	3.0	3.0	0.0

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	12.0	4.0	200.0
Magazine	15.0	11.0	36.4
Supplements	3.0	2.0	50.0
Radio	3.0	8.0	(62.5)
Network TV	67.0	67.0	0.0
Spot TV	12.0	11.0	9.1
Cable TV	3.0	3.0	0.0
Outdoor	1.0	—	—
Bus. papers	5.0	4.0	25.0
Transit	—	1.0	—
Point of sale	1.0	—	—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Retail Sales Per Household in Tuscaloosa, Alabama are projected to increase 52.9% by 1990, outperforming Birmingham by 13% and the entire state of Alabama by 9%. Average Household Effective Buying Income is projected to increase 55.4%, making Tuscaloosa one of the biggest spending markets in the region. If you're fishing for bigger sales, Tuscaloosa has more to spend on what you're selling.

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Source: 1986 Survey of Buying Power

Represented by Katz Continental

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TUSCALOOSA, ALABAMA

WCFT-TV

TUSCALOOSA, ALABAMA

Workforce

	1986	*1985*	*% chg*
Worldwide	125	113	10.6
U.S.	125	113	10.6

Offices

Worldwide: 1; U.S.: 1

Annual review

Helped by new clients, particularly Genovese Drug Stores and Gentlemen's Wear-House, the agency gained a potential $23 million annualized billings while only losing an estimated $4 million in annualized billings. The agency expects billings growth to continue in 1987 propelled by additional clients California Home Products, pet foods div, and Church & Dwight.

U.S. accounts

Gained: Church & Dwight, Arm & Hammer, deodorizer spray, dental care prods; Boyle-Midway, Old England Furniture Polishes; Whitehall Laboratories, Trendar, ibuprofen menstrual pain reliever; Genovese Drug Stores; Gentlemen's Wear-House; Laura Ashley Bed & Bath prods; Kol Foods, Karina Chocolates; Forstman Woolens; Galaxy Cheese, Fromagg.

Lost: Purdue Frederick, Palm Bay Imports

Officers

Henry Kornhauser, chmn, ceo; John Calene, president, dir creative scvs; William T. Nicholson, exec vp, cfo; Michael Cotter, exec vp, creative; Neve Savage, exec vp, acct scvs; Robert Palmer, exec dir-media; Stanley Turk, Alan Yarnoff, Ralph Hirsch, Kenmore Emerson, exec vps, acct scvs; Ralph Confessore, Melinda Davis, Ron Ross, sr vps, creative dirs

Phone: (212) 490-1313

Laurence, Charles, Free & Lawson

RANK 34

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	39.4	33.3	18.6
Billings	287.0	235.0	22.1

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	254.5	207.0	22.9
Materials & services	16.5	13.0	26.9
Capitalized fees	16.0	15.0	6.7

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	25.8	25.9	(0.1)
Magazine	68.9	54.1	27.4
Supplements	2.9	2.4	22.1
Radio	2.1	4.7	(55.5)
Network TV	71.8	58.8	22.1
Spot TV	63.1	51.7	22.1
Cable TV	5.7	4.7	22.1
Outdoor	20.1	16.5	22.1
Bus. papers	2.9	2.4	22.1
Transit	2.9	11.8	(75.6)
Point of sale	2.9	2.4	22.1

Workforce

	1986	*1985*	*% chg*
Worldwide	317	279	13.6
U.S.	317	279	13.6

Offices

Worldwide: 4; U.S.: 4

1986 billings by major office

($ in millions)	City	Billings
LCF&L	Indianapolis	N/A
LCF&L	Detroit	N/A
LCF&L	Milwaukee	N/A
LCF&L	New York	287.0

Annual review

Billings in 1986 got a shot in the arm when Tom Lawson came over from Rosenfeld Sirowitz to be president and brought along a potential $35 million in annualized billings from regional McDonald's franchises. For the year, new business provided 85% of the billings increase at this Mickelberry Corp. subsidiary, while existing clients added the remainder. New business in fact is expected to generate $70 million in annualized billings against a decline of only $3 million from Del Laboratories. In 1987, the agency sees billings growth coming from Hearst Publications, Gorton's and McDonald's regional franchises and Thompson Medical. To better service the McDonald's business, field offices where opened in Bloomfield Hills, Mich., Indianapolis, and Madison, Wis.

U.S. accounts

Gained: Air France; Abbott Laboratories, new prods; American Tobacco, Pall Mall, Tareyton; Clairol Inc., condition prods; Drackett Co., Behold; McDonald's Owner/Operators Assns, Indianapolis, South Bend, Fort Wayne, Terre Haute, Madison, New York, Outstate, Quad; McDonald's Advertising Assn., Milwaukee; McDonald's Operators Assn., South Eastern Mich.; Thompson Medical, Dexatrim, Sleepinol, NP 27, Sportscreme, Asper Creme, new prods

Lost: Del Laboratories

Officers

Charles Goldschmidt, ceo; Thomas E. Lawson, president; Laurence D. Dunst, chmn; F. William Free, Martin Smith, vice chmn; Alfred L. Evans Jr., Alfred Magnane, exec vps, mgmt supers; Paul Hodges, Samuel Alfstad, exec vps, creative dirs; Frank Macina, exec vps, dir-Midwest operations; Jamice Clements, sr vp-mktg svcs & media; Dan Franklin, sr vp, creative dir; Douglass Bomeisler, Marc Rodgers, Robin Koval, Richard Goldschmidt, Janet M. Riccio, sr vps, mgmt supers; John O'Neil, sr vp, gen mgr-Indianapolis; Robert Adler, sr vp, media dir; Paul Hiromura, sr vp-mktg rsch; Doris Gould, sr vp, broadcast media dir; Ellen Goldschmidt, sr vp-broadcast production; Jack Mitnick, sr vp-print production.

Phone: (212) 661-0200

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by ADVERTISING AGE. *See story on Page 6.*

Al Paul Lefton Co.

RANK 96

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	10.5	9.8	7.7
Billings	70.0	65.0	7.7
U.S.	**1986**	**1985**	**% chg**
Gross income	10.3	9.6	7.3
Billings	68.8	64.0	7.4

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	68.8	64.0	7.4

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	8.9	9.0	(0.3)
Magazine	8.3	7.0	17.2
Radio	8.3	7.7	7.4
Network TV	5.5	6.4	(14.1)
Spot TV	15.1	15.4	(1.5)
Cable TV	1.4	0.6	114.8
Bus. papers	11.0	9.6	14.6
Farm publications	4.1	3.2	28.9
Yellow Pages	2.1	1.9	7.4
Direct mail	4.1	2.6	61.1

Workforce

	1986	*1985*	*% chg*
Worldwide	185	180	2.8
U.S.	185	180	2.8

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	*City*	*Billings*
Al Paul Lefton Co.	Philadelphia	35.0
Al Paul Lefton Co.	New York	35.0

Annual review

New client gains provided 70% of the $4.75 million billings gain recorded in 1986 while existing clients added the remaining 30%. This trend should continue in 1987 as the agency picked up a potential $6.5 million in annualized gains with clients Pennsylvania Blue Shield and Sabena World Airlines contributing the majority, while annualized declines amounted to $1.5 million with the majority coming from Resorts International. During 1986, the agency opened a new pr division in N.Y. to complement its 3-year-old Philadelphia pr unit. This month, Grayson F. Lathrop is to retire as chairman.

U.S. accounts

Gained: Sabena Belgian World Airlines; Butcher & Co.; Irwin Magnetic Systems; Pennsylvania Blue Shield; Keystone Health Plans

Lost: Capital Controls Co.; Resorts International Casino Hotel

Officers

Al Paul Lefton, Jr., president, ceo; Grayson F. Lathrop, chmn; James W. North, exec vp; Norman Lewis, cfo

Phone: (212) 867-5100

Levine, Huntley, Schmidt & Beaver

RANK 58

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	18.8	13.1	43.9
Billings	125.2	87.4	43.3

U.S. billings

($ in millions)	1986	1985	% chg
Media	85.9	60.0	43.2
Materials & services	11.8	9.7	21.2
Capitalized fees	27.6	17.7	55.7

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	7.2	4.6	57.2
Magazine	21.5	14.5	48.8
Radio	4.9	7.6	(35.3)
Network TV	30.6	12.2	151.0
Spot TV	35.3	28.9	22.0
Cable TV	2.7	1.5	74.2
Outdoor	2.0	1.5	28.4
Bus. papers	4.6	3.0	51.4
Transit	1.4	2.3	(40.7)
Free-standing inserts	0.9	—	—

Workforce

	1986	*1985*	*% chg*
Worldwide	208	156	33.3
U.S.	208	156	33.3

Offices

Worldwide: 4; U.S.: 4

1986 billings by major office

($ in millions)	*City*	*Billings*
LHS&B	Sacramento	N/A
LHS&B	New York	125.2
LHS&B	San Antonio	N/A
LHS&B	Boca Raton	N/A

Annual review

The 43.3% increase in billings for this Grey Advertising subsidiary came on the strength of existing clients, Subaru of America, Subaru distributors, Seagrams and New York Air, before the latter switched to another shop. New business accounted for 25% of billings growth with Subaru distributors of Southern California contributing the majority. The loss of New York Air was especially painful as it accounted for $10 million in annualized billings. The potential $6 million in annualized billings gained from Southern California Subaru distributors will help bolster 1987 billings. Offices outside New York are primarily field offices to provide account services for Subaru distributors.

U.S. accounts

Gained: *Changing Times*; General Foods Corp., new prods; Great Lakes Subaru; Los Angeles Subaru Dealer Assn.; San Diego Subaru Dealer Assn., Subaru of Southern California; Maidenform; Webster Industries (Bes-Pak); Whataburger

Lost: New York Air; Polly-O

Officers

Harold Levine, chmn; Robert Schmidt, president-ceo; Allan Beaver, creative dir, vice chmn; Terry Bonaccolta, Jane Pack, sr vps, mgmt supers; Matthew R. Bud, sr vp-finance; James Dragaoumis, sr vp-media & mktg; Lee Garfinkel, Tod Seisser, Jay Taub, sr vps, creative dirs; Robert Nelson, sr vp, exec producer; Donald Peppers, sr vp, dir-new business; Steven J. Shindler, sr vp, dir-mktg svcs; Philip Sklar, sr vp, dir-acct svcs; Leonard Sternbach, sr vp-operations

Phone: (212) 557-0900

Lord, Geller, Federico, Einstein

RANK 44

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	29.4	26.8	9.4
Billings	212.2	185.7	14.3

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	159.5	140.8	13.2
Materials & services	26.0	24.5	6.1
Capitalized fees	26.7	20.3	31.4

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	21.0	19.7	6.6
Magazine	42.1	42.2	(0.4)
Supplements	0.6	1.4	(60.0)
Radio	6.5	7.0	(8.3)
Network TV	64.2	49.3	30.3
Spot TV	17.8	14.1	26.3
Outdoor	1.8	2.8	(37.7)
Bus. papers	5.6	4.2	31.6

Workforce

	1986	1985	% chg
Worldwide	314	285	10.2
U.S.	314	285	10.2

Offices

Worldwide: 1; U.S.: 1

Annual review

Two-thirds of the billings growth during 1986 came on the strength of existing clients, particularly Dean Witter. Sony, Contel and Chemical Bank. The remainder came from new business. During the year, the agency gained a potential $51 million in annualized billings, the majority coming from IBM; it lost $8 million in annualized billings, most from Parfums Sterns. Growth should continue through 1987 as new clients complete a full year of spending.

U.S. accounts

Gained: Northrop Corp.; Contel Executone; Yves Saint Laurent International, Opium, Paris, Kouros fragrances, Beaute makeup; Schieffelin & Co., Chandon sparkling wine; Mark Cross, Inc.; Sony, professional audio and video divs; Metromedia long distance; IBM, typewriters, copiers, printers, supplies, mfg systems prods; Dean Witter Capital Markets

Lost: Parfums Stern; Steinway & Sons; *New Yorker*; Thomson-CGR Medical Corp.; Jacobs Coffee Co.

Officers

Richard J. Lord, chmn-ceo; Norman Geller, Gene Federico, vice chmns; Arthur W. Einstein Jr., president; Edward D. Yaconetti, exec vp, coo; Kevin B. O'Neill, sr vp, creative dir; Robert F. Wells, sr vp, dir-acct svcs; C. Ray Freeman, J. William Wardell, Bruce L. Albert, sr vps, mng dirs; William L. Sibert, sr vp, dir-mktg svcs; Marianne Caponnetto, sr vp, dir-media svcs; John P. Curran, sr vp, dir-network radio/tv programming; Jean-Claude Kaufman, sr vp, dir-broadcast production

Phone: (212) 421-6050

Lowe Marschalk U.S.

RANK 30

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	49.0	44.9	9.1
Billings	326.9	299.8	9.1

☑

1986 billings by major office

($ in millions)	*City*	*Billings*
Lowe Marschalk	San Francisco	19.0
Lowe Marschalk	Cleveland	45.8
Lowe Marschalk	Houston	25.0
Lowe Marschalk	New York	240.0

Annual review

Nearly all growth in billings in 1986 came from new clients, particularly McNeil (Medipren: $30 million annualized) and Ponderosa ($15 million). Xerox ($30 million) came in at yearend, the latter being a coup for the fledgling direct marketing unit, an emphasis that has led to the creation of LM's Marketing Group. LM nabbed Parker Pen and Poloner, also served by LM's English connection. LM U.S. is 70% owned by Interpublic and 30% by Lowe Howard-Spink & Bell PLC, parent of Lowe Marschalk Worldwide.

U.S. Accounts

Gained: Cleveland: Parker Pens; Ponderosa, dir mktg; Cole National, optical. Houston: Bank Plus. New York: Ponderosa; J&J's McNeil Consumer Products; Chesebrough-Pond's, 4 brands; Poloner, condiments. SF: Americare

Lost: Cleveland: Standard Oil of Ohio. Houston: Intercontinental Hotels. New York: Sony; Upjohn; S.C. Johnson, Aveeno. San Francisco: Philippine Airlines

Foreign accounts

Gained: Lowe Marschalk Worldwide: Australia—Stimoral chewing gum; Solartile solar roofing; Cyphalock security systems. Belgium—Pied Boeuf, Jupiler beer; Henkel Somat dishwater tablet; Uniroyal, tires; Weight Watchers. Canada—Bridgestone, tires. France—PPG, industrial paints. Germany—General Motors, Opel cars; Parker, pens; Monheim, chocolates; Horten, department stores; Schott industrial glass. Italy—Schwartzkopf, hair prods; Florbath, fragrances; Splugen, beer; Borsci liqueurs; Illy, coffee; *Giocci* magazine. United Kingdom—United Biscuits, KP snacks; Mobil, fuels and lubricants; Bell's Scotch, whisky; Gordon's, gin; Debenham's, stores; Best Shops in Town; Schott, industrial glass; Armorall, car care prods; Nuclear Energy Info Group

Lost: Lowe Marschalk Worldwide: Henkel Fa, toiletries, Belgium, France, Germany; Henkel Poly, hair prods, Netherlands; Fourcroy, Gancia vermouth, Belgium; Scherrer perfumes, Stimorol gum, France; VOEV public transport system, Reemstma, Amorall, Germany; Salvarani kitchens, Italy; L'Oreal hair prods, Toys R' Us, stores, Rothmans tobacco, UK

Officers

Michael S. Lesser, chmn-ceo; Andrew J. Langer, president; Marshall W. Karp, exec vp, creative dir; Richard Villante, exec vp, gen mgr; Barry R. Linsky, exec vp, dir-acct mgmt; Eric J. Einhorn, exec vp, acct mgmt; Stuart J. Agres, exec vp, dir-strategic planning; James D. Johnson, exec vp-new business; Stephen M. Segal, exec vp, media dir; Kenneth I. Roffe exec vp, ceo-Cleveland; Craige D. Johnson, exec vp, ceo-Houston; Jeffrey Adams exec vp, ceo-San Francisco; Andrew Aliprandi, sr vp-finance & admin; John L. Oliver, sr vp, acct mgmt.

Phone: (212) 708-8800

MARCOA DR Group

RANK 66

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	16.0	15.0	6.7
Billings	110.0	101.0	8.9

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	110.0	101.0	8.9

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Bus. papers	4.4	N/A	—
Point of sale	1.2	N/A	—
Direct mail	41.1	N/A	—
Dir. resp. TV	14.7	N/A	—
Dir. resp. radio	0.6	N/A	—
Dir. resp. newsp.	9.8	N/A	—
Dir. resp. mag.	16.3	N/A	—
Telemarketing	1.1	N/A	—
Free-standing inserts	7.1	N/A	—

Workforce

	1986	*1985*	*% chg*
Worldwide	173	—	—
U.S.	173	—	—

1986 billings by major office

($ in millions)	*City*	*Billings*
MARCOA DR Group	New York	35.6
MARCOA DR Group	Newport Beach	N/A
MARCOA DR Group	Boston	35.4
MARCOA DR Group	Chicago	39.0

Annual review

The Omnicom agency was formed in December, 1986, from the merger of BBDO Direct, New York ('86 billings estimate: $35.6 million), MARCOA Direct, Chicago ($39 million)—both of which were BBDO subsidiaries—and DR Group, Boston and New York ($35.4 million), a former subsidiary of Needham Harper Worldwide. The U.S. billings figures have been consolidated for 1986 and 1985 for purposes of comparison in this report. The corporate chairman of the newly formed direct marketing amalgam is Jim Schaefer, who was president of DR Group. The unit is housed under Omnicom's Diversified Agency Services group.

U.S. accounts

Gained: Bureau of National Affairs; Exploration Cruise Lines; Johnson & Johnson Dental Products; International Shoe; Wilton Enterprises; Ashton Drake; Mary Kay Cosmetics; Alfred J. Dunhill; Sybervision

Lost: Dictaphone; ITT; Franklin Library; Prudential; Bally Fitness; Cabot Corp., E-A-R div; Fisher-Price; Thousand Trails.

Officers

Jim Schaefer, chmn; David Hefter, president; George Zahka, chmn-exec comm; Ian MacKelden, president (New York); Ron Perrella, president (Chicago); David King, exec vp (Chicago); Ed Leiman, cfo; Lloyd Kieran, sr vp, genl mgr (Newport Beach, Calif.); Carmen Baez, exec vp (Boston); Arthur Wilson, exec vp (New York)

Phone: (312) 454-0660

Martin Agency

RANK
75

Richmond, Va.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	13.5	7.8	73.3
Billings	90.3	52.1	73.4

☑

Workforce

	1986	1985	% chg
Worldwide	131	124	5.6
U.S.	131	124	5.6

Offices

Worldwide: 2; U.S.: 2

Annual review

A boost of $12.5 million in billings from existing clients and $25.7 million from new business kept the agency on a high performance level and in October, 1986, lured a successful suitor, Scali, McCabe, Sloves, a member of the Ogilvy Group. Major new clients included Signet Banking Corp. ($6.5 million in annual billings) and Blue Cross Blue Shield of Virginia, worth $3 million. A large roster of direct response clients came aboard with the acquisition of Stenrich Group in early 1986, a connection that now serves as Martin's New York office. Martin also has a service shop in Jacksonville, Fla. The big growth in 1986 has led the agency to estimate billings of $107 million by early 1988.

U.S. accounts

Gained: Signet Banks; Blue Cross/Blue Shield of Virginia; FMC Command; Student Loan Marketing Assn.; Bunker Hill Foods

Lost: DCA, Networking

Officers

David Martin, chmn, exec committee; Harry Jacobs, chmn; Donald Just, president, coo; James R. Hughes, vice chmn; John B. Adams, exec vp-acct svcs; Ralph L. Thompson, exec vp-admin; Thomas Robinson, sr vp-acct svcs; Dale Brown, sr vp; Harold Tench, Jerry Torchia, sr vps-creative; Thomas Weatherly, controller

Phone: (804) 254-3400

William Douglas McAdams Inc.

RANK
68

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	15.6	15.4	1.3
Billings	103.7	102.3	1.3

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	44.2	49.6	(10.8)
Materials & services	16.8	16.6	1.3
Capitalized fees	42.7	36.2	17.9

Billings by media

($ in millions)	1986	1985	% chg
Medical journ.	74.0	73.0	1.4
Radio	0.7	0.3	104.6
Direct mail	18.0	18.0	0.0

Workforce

	1986	1985	% chg
Worldwide	165	185	(10.8)
U.S.	165	185	(10.8)

Offices

Worldwide: 1; U.S.: 1

Annual review

A shot in the arm from St. Luke's-Roosevelt Hospital Center helped edge billings upward at this 61-year-old medical advertising agency. During the year, the agency lost an estimated $4 million in annualized billings while gaining only a potential $2 million. To expand its services, the agency formed a new special projects division named Triclinica Communications. Billings gains for 1987 hinge in part on FDA approval granted existing clients for a number of new drugs under review.

U.S. accounts

Gained: Pharmacia, Inc, Dipentum; IBM, special prods; St Luke's-Roosevelt Hospital Center

Lost: Pfizer Pharmaceuticals; Roerig

Officers

Irwin C. Gerson, chmn, ceo; William M. Wolf, vice chmn; Anthony J. D'Onofrio, president, coo; Joseph Carobene, Howard Mandelbaum, Ron Vignone, exec vps; Victor Trasoff, sr vp, exec art dir; Thomas Haynes, Walter Scott, sr vps-art; Claire Anderley, sr vp-copy; Barnett Mennen, David Zackson, sr vps, medical dirs; Brian Boyle, treasurer, cfo; Eugene Fine, sr vp, mgmt super

Phone: (212) 698-4000

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by ADVERTISING AGE. See story on Page 6.

McCaffrey & McCall

RANK
43

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	31.0	29.7	4.4
Billings	203.7	198.0	2.9

☑

Annual review

M&M's billings showed a 2.9% increase from 1985's $198 million to $203.6 million in 1986. In 1987, the loss of Norelco's $15-million business will be offset by solid growth from current and new clients. The next generation of management is in place.

U.S. accounts

Gained: Chase Manhattan Bank

Lost: ABC

Officers

David B. McCall, chmn; Robert H. Cherins, president, ceo; Bruce P.G. McCall, vice chmn-chief creative dir. Exec vps: Ralph H. Cohen, dir client svcs-M&M Direct Marketing; Linden A. Davis Jr., rsch; Timothy M. Fenton, creative dir-M&M Direct Marketing; Norman S. Freedman, William J. Vieser, acct mgmt; Patrick A. Hehir, cfo; H. Thomas Wilson, media.

Phone: (212) 421-7500.

McCann-Erickson Worldwide

RANK
7

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	427.7	369.5	15.7
Billings	2,852.7	2,464.6	15.7
U.S.	**1986**	**1985**	**% chg**
Gross income	146.8	125.0	17.4
Billings	979.3	833.9	17.4

☑

Workforce

	1986	1985	% chg
Worldwide	7,412	6,943	6.8
U.S.	1,661	1,569	5.9

1986 billings by major office

($ in millions)	City	Billings
McCann Direct	New York	42.0
McCann-Erickson	Los Angeles	63.9
McCann-Erickson	Seattle	20.5
McCann-Erickson	Detroit	85.7
McCann-Erickson	Houston	58.6
McCann-Erickson	Atlanta	21.0
McCann-Erickson	Louisville	23.5
McCann-Erickson	Dallas	15.0
McCann-Erickson	New York	446.0
McCann-Erickson	San Francisco	103.0
Sieber & McIntyre	Chicago	79.3

Annual review

M-E had its best new business year, attracting $182 million in annualized gains against $32 million in annualized losses. The Interpublic subsidiary's largest annualized gains were Coca-Cola megabrand ($70 million), Black & Decker ($35 million), and RJR Nabisco ($20 million), while the largest decline came from Coca-Cola's Tab ($20 million) that was swapped with sister agency SSC&B:Lintas for the megabrand. ME bought Ohlmeyer, some Miller-Reid shops and Sieber & McIntyre, and formed sales promo, regional marketing and creative troubleshooting divisions.

U.S. accounts

Gained: Atlanta—Atlanta Coca-Cola Bottler. Detroit—A&W Restaurants, Buick Dealers (several). Houston—Eye & Tech Inc., eye care. Los Angeles—Winchell's Donut Houses, Air New Zealand, Phoenix and Honolulu Buick Dealers Assns., Louisville—Home Builders Assn. of Ky., Canadian Shield mineral water, Blue Cross dental insurance, Commonwealth of Ky., Louisiana Power & Light. New York—American Home Products Co.-Boule Midway div, Henkel's Sapur carpet cleaner, Black & Decker's small appliances. Seattle—J.C. Penney's broadcast buying, Puget Sound Power & Light. McCann Direct Inc.—Centurion Bank, Unilever's Promise margarine, Perth Mint's Australian Nugget, Shearson/American Express, Eye & Tech (optical/retail). Sieber & McIntyre Inc.—R.S. Landauer & Co., U. of I. Hospital, Westshire Retirement Center, St. Clare's Hospital

Lost: Detroit—Buick Dealers. Houston—Exxon industrial lubricants. Los Angeles—Qantas' Jetabout Tours. Louisville—Duling Optical, Heublein (KFC). New York—Kodak, Ebauche's Swatch. San Francisco—Poultry Farms. Sieber & McIntyre Inc.—Tandoz's Tavist, Kodak's Ektachem 400/700, Bristol-Myer's Nuprin

Foreign accounts

Gained: Austria—Inku, interior decoration. Belgium—Home Market carpets, American Express Gold Card, Bayer Aspirin, Tampax, *Het Laatste Nieuws* newspaper. Denmark—Nabisco biscuits, cookies, snacks. England—Tuborg Lager, Air New Zealand, L'Oreal hair care, American Express Gold Card, Mennen Speedstick deodorant, First National Bank of Boston, Sterling Drug's Ronseal Range, Shearson/Amex financial services, Perlamar fozen seafoods. Finland—Suomen Yhdyspankki Oy, bank, Finn Flare Oy, women's clothing, Oy Electrolux vaccuum cleaners, Sanomaprint Oy magazines. France—American Express Gold Card, Buitoni pastas/sauces. Germany—Bayer Aspirin, Olivetti computer, Lowenbrau non-alcoholic beer, Ansell rubber prods. Greece—Grammi tv magazine. Italy—Barclay's Bank, Bayer Aspirin, Rizzoli's Annabella magazine, Olivetti computer, Mira Lanza paper tissues, Trento Wine Consortium, Buitoni pasta, American Express Gold Card. Netherlands—Sonesta Hotels, Bayer Aspirin, Borg Warner chemicals/plastics, Canon office equipment, NCR computers. Norway—ID Data entry control systems, Electrolux institutional kitchens. Portugal—Dechaize Pingo Doce supermarkets, Banco Comercio e Credito, L'Oreal (4 products), CTT (Post Office, Express Mail). Spain: McCann-Erickson—Bayer Aspirin, Goodyear Tires, RJR/Nabisco biscuits, *Mercado* magazine, Lovable lingerie. Spain: Clarin agency—Teinelsa Emerson tv, Buitoni pasta, Philips' Polygram. Sweden—Searle sweeteners, ICL computers. Switzerland—Union Suisse insurance, Ciba-Geigy's Turec, Ribomunyl. Turkey—*Sabah Yiidizi* newspaper, *Yeni Asir* daily, Karat's Benetton. Kenya—Data Equipment's Burroughs computers, NCR computers, Xerox business machines. South Africa—Traditional Brewing. Argentina—Martini & Rossi's Martini Bianco. Brazil—Brazilian Egg Board, Lego, Bayer Aspirin, Bank of Boston, Heineken Beer, Fuji Films, RJR/Nabisco cookies. Canada—British Columbia Wine Council, Nestle (4 coffees), Air New Zealand, Mennen (6 prods). Chile—General Motors' autos and trucks, Cientel computers. Colombia—Bavaria beer, Avianca airline, Cia. Nac. de Chocolates, American Express travelers' checks. Costa Rica—Black & Decker tools, Mennen cologne. Dominican Republic—Bayer Aspirin & Antacid. Ecuador—Bayer Dralon Fiber, Citicorp/Citibank, Coca-Cola Bottlers' Astesa and Ingaseosa, American Express traveler's checks. El Salvador—La Constancia beer, Omega computers. Guatemala—Pillsbury soups and syrups, Licoresa rum and brandy, Bayer Aspirin & Antacid, Glidden Paints, DHL courier services. Honduras—Bayer Aspirin, Industrias Alfa large appliances, Lovable lingerie, Glidden Paints. Jamaica—Grace Kennedy's Brooke Bond Tea and 7 Seas Oil, 3M office supplies. Mexico—Ekco, Casio watches/calculators, Ayerst Labs ointment, Sauza vodka/tequila. Panama—Armour dial soap, deodorant, Confecciones Comodoro (McGregor Shirts), Carnation Coffeemate/milk, Swiss Bank Corp. Peru—Del Mar seafood. Puerto Rico—Micro-Age of P.R., Mayaguez Hilton. Trinidad/Barbados—Goodyear, Royal Bank of Canada. Uruguay—R.J. Reynolds' Camels. Venezuela—Mennen (4 prods), Wrangler Jeans, Bayer Aspirin, Zanussi large appliances. Australia—Air New Zealand, Western Aust. Development Corp.'s Nugget, GEC lighting/lamps). Hong Kong—Carrier air conditioners, Federal Express, Digital computer equipment. Japan—MJB coffee, Chesebrough-Pond's after shave/Vaseline/cream, U.S. Poultry & Egg Council, American Motion Picture Video Assn. Malaysia—L'Oreal hair care. New Zealand—Hyatt Hotel, Kerridge Odeon Group (Canon business equipment). Philippines—Gillette dental care, Evenflo baby prods. Singapore—Standard Chartered Bank, Tyson Foods, Thorn EMI tv rental, Beiersdorf (5 new assignments), Club Med. Thailand—Martini & Rossi, Petroleum Authority of Thailand, Monsanto (Round-up herbicide.

Lost: Austria—Kodak, Texas Instruments. Belgium—Henkel (2 assignments). Denmark—Kodak. England—Warner-Lambert hair care, Kodak, Ebauche's Swatch, The Eggs Authority. London—Allied Lyons' vine prods. Finland—Kodak. France—Kodak, Texas Instruments. Germany—General Motors' Opel, Kodak. Greece—Kodak. Italy—Agusta Group's helicoper, Heinz baby food, Gillette's GII razors. Netherlands—Kodak, Spanish Tourist Board. Norway—Kodak. Portugal—Kodak, Banco Portugues de Atlantico. Spain: McCann-Erickson—Kodak, Banco Popular. Spain: Clarin agency—Domecq (Gordon's gin). Sweden—Texas Instruments calculators, Asea Skandia phones, Sportresor travel agents. Switzerland—Kodak, Ebauche's Swatch. Kenya—Standard Bank. South Africa—Plascon Paint. Brazil—Exxon. Canada—Kodak, Levi Strauss. Colombia—Creaciones Siluet lingerie. Costa Rica—Banco Nacional. Ecuador—Desarrollo Agropecuario's rum/vodka, Singer electrical appliances. El Salvador—Almacen Supersonido department store. Honduras—Bimbo bread/cookies. Mexico—La Madrilena rum. Panama—Quaker Oats, Cerveceria del Baru's Panama Beer. Peru—Banco Hipotecario. Puerto Rico—Woolworth's, Bella Intl., Beatrice/Hunt Wesson. Trinidad/Barbados—Charlesanne'a Weetabix. Venezuela—Banco Mercantil, Cerveceria Nacional beer. Australia—Reckitt & Colman, Carrier air conditioners. Hong Kong—Kodak, Dupont. Japan—Coca-Cola sports drink. Malaysia—Printemps department store, Hilton (Kuala Lumpur & Petaling Jaya). New Zealand—Ministry of Transport. Philippines—Kodak, San Miguel's Red Horse beer, Central department store (KFC). Singapore—Adidas, Finnair Reckitt & Colman.

Officers

Robert L. James, chmn-ceo; John J. McNamara, president-coo; Barry L. Day, John F. Bergin, vice chmns; Eugene H. Kummel, chmn exec committee; Exec vps/worldwide, regional dirs: Gianni Cottardo; Max Cusnir (Asia-Pacific); Michael C. Ferrier; Jens Olesen (Latin America); William J. Shively. Exec vps/worldwide: Bohdan I. Kurylko; Marcio M. Moreira; Michael Sennott; William C. Thompson Jr.

Phone: (212) 697-6000

McKinney & Silver

RANK
69

Raleigh, N.C.

($ in millions)

Worldwide	1986	1985	% chg
Gross income	15.5	12.5	24.0
Billings	103.2	83.1	24.1

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	21.0	28.0	25.0
Business journ.	5.0	7.0	28.6
Magazine	22.0	22.0	0.0
Outdoor	6.0	5.0	20.0
TV	35.0	25.0	40.0
Radio	14.0	13.0	7.7

Workforce

	1986	1985	% chg
Worldwide	126	126	0.0
U.S.	126	126	0.0

Offices

Worldwide: 1; U.S.: 1

Annual review

The agency saw billings grow by $20 million, $14.8 million from existing clients and $5.2 million from new business. Even though Royal Caribbean Cruise Lines was resigned in December, the agency had a full year of its $10.2 million billings. Picked up in its place is Norwegian Caribbean Lines' $15 million account annualized.

U.S. accounts

Gained: Norwegian Caribbean Lines; Del Monte fruits; Ralston-Purina, Continental Baking div

Lost: Royal Caribbean Cruise Lines

Officers

Charles McKinney, chmn-ceo; Robert C. Doherty, president; Lloyd Jacobs, exec vp; Michael Winslow, Charles Ashby, sr vps-creative; Donald Heineman, sr vp, mktg dir; James DeVos, Rick Myracle, Dave Johnston, sr vps, mgmt supers; Toni Jordan, sr vp, controller; Lee Wellman, sr vp, production/traffic; Janice Hunter, sr vp, media dir

Phone: (919) 828-0691

Medicus Intercon International

RANK
47

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	24.6	22.1	11.0
Billings	182.9	159.5	14.6
U.S.	**1986**	**1985**	**% chg**
Gross income	9.6	8.0	20.6
Billings	82.4	65.0	26.6

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	10.1	9.4	7.3
Materials & services	16.0	6.8	135.8
Capitalized fees	56.2	48.8	15.2

Billings by media

($ in millions)	1986	1985	% chg
Magazine	5.4	5.0	6.8
Medical journ.	3.5	3.4	2.9
Radio	0.8	0.5	50.0
Spot TV	0.5	0.5	0.0
Point of sale	60.9	50.4	21.0
Direct mail	11.3	5.2	116.0

Workforce

	1986	1985	% chg
Worldwide	397	369	7.6
U.S.	127	100	27.0

Offices

Worldwide: 19; U.S.: 3

Top 10 agencies in newspaper billings

Rank	Agency	Newspaper billings 1986	Newspaper billings 1985	U.S. billings 1986	U.S. billings 1985
1	Foote, Cone & Belding Communications	$250.6	$213.2	$1,616.7	$1,430.7
2	J. Walter Thompson Co.	178.7	132.5	1,732.1	1,672.9
3	Bozell, Jacobs, Kenyon & Eckhardt	165.4	138.0	1,125.0	1,030.0
4	DDB Needham Worldwide	154.1	159.7	1,613.7	1,682.5
5	Doremus Porter Novelli	115.5	88.1	234.6	173.2
6	Grey Advertising	96.8	97.7	1,358.0	1,221.9
7	Young & Rubicam	94.7	95.4	1,832.0	1,797.0
8	Wells, Rich, Greene	73.2	77.8	665	648.1
9	Leo Burnett Co.	70.3	79.3	1,361.6	1,269.9
10	BBDO Worldwide	52.4	47.0	1,872.8	1,701.7

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

1986 billings by major office

($ in millions)	*City*	*Billings*
Medicus Consumer	New York	11.5
Medicus Intercon	New York	47.3
Science & Medicine	New York	23.6

Annual review

Continued growth in new business acquisitions abroad and increased spending by existing clients at home largely accounted for a year-to-year billings improvemment of 14% at this DMB&B subsidiary. Billings growth in its U.S. Science & Medicine Group was 73%. Abroad, capitalized billings growth was particularly strong in Hong Kong and the U.K., up 76%, and Japan, up 21%. The agency sold its office in France, closed several others, but added staff over-all. It established a new division in New York, Medicus Consumer Communications. Heavy activity continued to pump spending into point-of-sale, which jumped 74% to $60.9 million in billings, and direct mail, up 13%.

U.S. accounts

Gained: Hollister-Stier
Lost: None

Foreign accounts

Gained: Berlex Labs—Canada; Behring AG, Hoffmann-LaRoche, Klinge-Nattermann Puren, Roehm Pharma, SmithKline & Dauelsberg—Germany; Ayerst, Farmitalia, Glaxo, Roche—Hong Kong; Ayerst, Procter & Gamble, Wyeth—Italy; Bristol-Myer's, Takeda, Teijin, Torii, Wyeth—Japan. Hoechst, Merrell Dow, Syntex—Spain; Bayer, Boehringer Ingelheim, Duncan Flockhart, Glaxo, Norwich Eaton, P&G—United Kingdom
Lost: None

Officers

Lawrence J. Lesser, chmn-ceo; William G. Castagnoli, president—North America; Hartwig Ellmer, president, intl; Jay M. Cohen, exec vp, mg dir—U.S.; Stephen P. King, exec vp, creative dir—U.S.; Nicholas F. Maiale, Hamilton W. Dempsey, Wilhelm Rall, exec vps, group dirs, intl; Joseph L. Davis, exec vp, mng dir, consumer; Gerald S. Weinstein, exec vp, creative dir, consumer; Gary A. Elman, senior vp, controller; Kenneth F. Benjamin, senior vp, dir mktg and media; Francis R. Gace, Melissa Gryczka, John P. Ibelli, senior vps, dirs client svcs; Ralph Jacobsen, senior vp, medical dir; Geoffrey J.D. Bush, vp, intl controller; Johannes Aarden, president—Canada; Robert M. Ross, president—Science & Medicine
Phone: (212) 826-0760

Meldrum & Fewsmith

RANK 76

Cleveland

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	13.5	11.4	18.4
Billings	90.0	76.3	18.0

U.S.	**1986**	**1985**	**% chg**
Gross income	12.4	10.3	20.6
Billings	82.8	69.0	20.0

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Newspaper	6.0	5.5	9.4
Magazine	5.1	2.9	74.3
Radio	7.5	7.0	7.1
Network TV	10.1	8.3	21.0
Spot TV	22.7	18.6	22.2
Cable TV	2.5	1.4	71.4
Outdoor	0.8	0.5	71.4
Bus. papers	15.0	12.7	18.0
Farm publications	4.6	4.5	3.4
Transit	0.1	0.1	20.0
Yellow Pages	8.4	7.5	12.3

Workforce

	1986	*1985*	*% chg*
Worldwide	149	157	(5.1)
U.S.	149	157	(5.1)

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Meldrum & Fewsmith	Chicago	19.0
Meldrum & Fewsmith	Cleveland	41.4
Meldrum & Fewsmith	Southfield	22.4

Annual review

A 20% billings gain recorded at M&F came 65% on the strength of existing clients, notably Owens-Illinois' Libbey div gained in late 1985, and 35% from new business. The 1% decline in international business came from reduced spending by Ford International. M&F also formed a special projects division, Target Communications.

U.S. accounts

Gained: Arthur Treacher's; Chautauqua Point Development; Metropolitan Chevrolet Dealers Assn.; Senior Health Connection, St. John Hospital; Mid America Title Co.
Lost: None

Officers

Arthur E. Earley, chmn emeritus; Chris N. Perry, chmn, president-ceo; Robert Iredell IV, exec vp, gm-Cleveland; Robert P. Huddilston, sr vp, secretary; Bruce S. Childers, sr vp, mktg svcs; Jeffrey H. Bryden, sr vp, mgmt super; John C. Bryan, sr vp, gm-Detroit; Richard H. Herrmann, sr vp, mgmt super-Detroit; Thomas E. Butterfield, sr vp, gm-Chicago
Phone: (216) 241-2141

Mojo MDA-Allen & Dorward

RANK 90

San Francisco

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	11.2	9.5	18.4
Billings	75.2	65.9	14.2

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	63.7	58.1	9.6
Materials & services	11.5	7.8	47.8

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	6.0	4.6	30.5
Magazine	2.3	6.6	(65.8)
Radio	15.8	19.1	(17.3)
Network TV	11.3	9.9	14.2
Spot TV	29.3	19.1	53.5
Cable TV	0.8	—	—
Outdoor	0.8	0.7	14.2
Bus. papers	6.0	3.3	82.6
Farm publications	2.3	2.0	14.2
Transit	0.8	0.7	14.2

Workforce

	1986	*1985*	*% chg*
Worldwide	122	150	(18.7)
U.S.	122	150	(18.7)

Offices

Worldwide: 5; U.S.: 2

1986 billings by major office

($ in millions)	*City*	*Billings*
Mojo MDA-A&D	Houston	7.1
Mojo MDA-A&D	San Francisco	68.1

Annual review

In late December, 1986, the agency was purchased by Austrialian agency Mojo MDA (Monahan Dayman Adams) for $9 million. The billings gain also was $9 million for the year, with $7 million of that coming from new business. The agency gained a potential $15 million in annualized billings, most of which came from Bank of America, but lost $25 million in annualized billings, including $13 million from Castle & Cooke. An over-all decline in billings in 1987 is predicted.

U.S. accounts

Gained: Ross Stores; Bank of America; Grant Auto; Philippine Airlines; Shamitoff; Sun World; Tahoe Visitors Authority; Superior Farms
Lost: New desserts (Fruit & Cream Bar, Dole Sorbet), and exploratory on fresh produce and new fruit juices, Castle & Cooke; Superior Farms; Fairmont Hotels; Breuners; Kaiser Aluminum; Citicorp; KKCY; Dialogic; Pac-Tel Infosystems

Officers

Donald Dorward, chmn; Bob Hoffman, president; Joe Van Trump, president, Houston; Art Able, sr vp-creative; Lois Breton, sr vp-prods & traffic; Richard Bell, Ed Bennett, John Galbraith, Fred Greene, Les Mullins, sr vps, mgmt supers; Bob Riddell, sr vp-finance & admin; Kurt Olson, Dawn Tognoli, sr vps, media dirs
Phone: (415) 956-7470

Nationwide Advertising

RANK 71

Cleveland

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	15.3	15.0	2.0
Billings	102.0	100.0	2.0

Annual review

Nationwide, a recruitment agency serving personnel/human relations departments of client companies in the U.S. and Canada, opened a new office in Orlando, bringing its U.S. offices to 30; the agency has five offices in Canada. With its business dependent on U.S. economic growth and regional fluctuations in hiring, the Northeast and Midwest regions have been strong while the Southwest has declined.

Officers

George Gund, Gordon Gund, co-chmn; Thomas A. Richey, president-coo; John W. Graham, ceo, vice chmn, treasurer; James Miller, cfo; Richard T. Watson, secretary, vp
Phone: (216) 579-0300

Ogilvy & Mather Direct Response

RANK 23

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	68.0	49.0	38.8
Billings	454.0	331.0	37.2

U.S.	**1986**	**1985**	**% chg**
Gross income	36.0	30.0	20.0
Billings	240.0	200.0	20.0

☑

Billings by media

($ in millions)	*1986*	*1985*	*% chg*
Yellow Pages	8.4	8.0	5.0
Direct mail	155.6	116.0	34.1
Dir. resp. TV	44.0	50.0	(12.0)
Dir. resp. radio	4.0	2.0	100.0
Dir. resp. newsp.	14.0	10.0	40.0
Dir. resp. mag.	14.0	14.0	0.0

Workforce

	1986	*1985*	*% chg*
Worldwide	1,100	830	32.5
U.S.	490	455	7.7

Offices

Worldwide: 43; U.S.: 9

Annual review

Greater acceptance of direct response advertising on the international front—non-U.S. billings sprinted 63% over the year earlier period—helped push billings up 37.2% worldwide. On the domestic side, a $40 million growth in billings, up 20%, was aided greatly by the acquisition of Target Communication, a McLean, Va.-based direct marketer with billings of $10 million. A potential $30 million in annualized billings was gained from new clients, Home Shopping Network, Quality Paperback Books, General Foods, and additional assignments from AT&T. On the downside, $17 million in billings left, with TWA accounting for $15 million. Along with seven pieces of new business, O&M Direct expects Ryder, a new client as of 1987, to boost billings this year.

U.S. accounts

Gained: American Federation of Teachers; Home Shopping Network; Quality Paperback Books; Forethought Group; House of Seagrams; Lever Brothers; General Foods
Lost: TWA; British Royal Mint

Officers

Jerome W. Pickholz, chmn-ceo; Stanley Winston, vice chmn, exec creative dir; William Morrissey, president-coo N.Y.; Rochelle Lazarus, sr vp gen mgr-N.Y.; Jerry Allston, sr vp, gen mgr-yellow pages; Alvin Eicoff, chmn-A. Eicoff & Co.; Ron Bliwas, president-A. Eicoff & Co.; Robert Smith, chmn-Targeted Communications
Phone: (212) 340-3500

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by Advertising Age. *See story on Page 6.*

WHY BE A LITTLE FISH IN A BIG POND?

DRUG STORE SALES IN YUMA-EL CENTRO WILL BE A PEP TONIC FOR YOUR SALES.
The Yuma-El Centro ADI for Drug Store Sales outperforms its overall market rank per household by a healthy 11% per year. Supermarket Sales outperform overall market by 9%. As early as 1989, overall Effective Buying is expected to increase 61.3%, increasing your sales opportunities even more.

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KYEL-TV, NBC, Yuma, AZ-El Centro, CA
WDAM-TV, NBC, Laurel-Hattiesburg, MS
WPBN-TV/WTOM-TV, NBC, Traverse City – Cadillac – Cheboygan, MI
WCFT-TV, CBS, Tuscaloosa, AL

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*Source: 1986 Sales & Marketing Management Data Service, projected increase 1985-1990.

Represented by Katz Continental

YUMA, ARIZONA EL CENTRO, CALIFORNIA

KYEL-TV NBC
YUMA, ARIZONA-EL CENTRO, CALIFORNIA

Ogilvy & Mather Worldwide

RANK **5**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	459.6	402.3	14.2
Billings	3,154.6	2,752.1	14.6
U.S.	**1986**	**1985**	**% chg**
Gross income	249.7	242.9	2.8
Billings	1,665.3	1,620.4	2.8

☑

U.S. billings

($ in millions)	1986	1985	% chg

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	51.0	83.0	(38.6)
Magazine	193.0	212.0	(9.0)
Medical journ.	10.0	12.0	(16.7)
Supplements	2.0	7.0	(71.4)
Radio	54.0	49.0	10.2
Network TV	376.0	442.0	(14.9)
Spot TV	162.0	161.0	0.6
Cable TV	5.0	2.0	150.0
Outdoor	39.0	35.0	11.4
Yellow Pages	8.0	8.0	0.0
Direct mail	156.0	123.0	26.8
Dir. resp. TV	44.0	10.0	340.0
Dir. resp. radio	4.0	1.0	300.0
Dir. resp. newsp.	14.0	15.0	(6.7)
Dir. resp. mag.	14.0	15.0	(6.7)

Workforce

	1986	1985	% chg
Worldwide	7,449	7,416	0.4
U.S.	2,840	3,035	(6.4)

Offices

Worldwide: 244; U.S.: 46

1986 billings by major office

($ in millions)	City	Billings
Direct Response	New York	207.0
Ogilvy & Mather	Los Angeles	98.0
Ogilvy & Mather	Atlanta	55.0
Ogilvy & Mather	Chicago	145.0
Ogilvy & Mather	Dallas	17.0
Ogilvy & Mather	Houston	76.0
Ogilvy & Mather	New York	708.0
Ogilvy & Mather	Other	320.0
Promotions	New York	39.0

Annual review

Overseas billings rocketed 31.6%, while domestic operations at this Ogilvy Group subsidiary expanded only 2.8%. During 1986, O&M Worldwide consolidated O&M Partners into its N.Y. operation, and formed the O&M Public Relations Group, which includes Adams & Rinehart, Dudley, Anderson & Yutzey, Washington Public Affairs and Sage Group. On the domestic billings front, the year's largest gains came from new clients Harris 3/M and Hospital Corporation of America, while the largest billings declines were credited to TWA and Avon.

U.S. accounts

Gained: Seagram, Boodles Gin, Golden Spirits; Caterpillar; Cayman Britannia; *Fortune* magazine; Harris 3/M; Hospital Corp. of America; General Foods, Log Cabin Syrup, Maxim; Metier Management Systems; Metropolitan Transit Authority, Houston; North American Watch; QMS, laser printers for computers; Ryder System; Sears Soft Lines, catalog; United Technologies; Christian Children's Fund

Lost: Avon; Chesebrough-Pond's; Dial; Parker Pen; Peugeot; Sandoz; Squibb; TWA; Wagner Spray Tech

Foreign accounts

Gained: American Express—Germany, Philippines; BAT Industries—Switzerland; Beecham, Dow Chemical—Ecuador; Boeing—Australia, China, Germany, Philippines; California Prune Board—Finland, Germany, Italy, Norway, Spain, Sweden, U.K.; Compaq—Germany, Netherlands; Duracell—Austria, Germany; Kimberly-Clark, Philippines; Korean Air—Korea, Philippines; Mattel—Austria, India, Portugal, Thailand, U.K., Venezuela; Mercedes-Benz—China, Turkey; NutraSweet—Austria, Colombia, Denmark, Finland, Ireland, Mexico, New Zealand, Norway, Switzerland, Venezuela; Parker Pen—China, Philippines; Pepsico—Indonesia; Philips—Australia, Colombia; Polaroid—China, Philippines, Portugal, Taiwan; Rank Xerox—Denmark, Finland, Germany, Netherlands, United Kingdom; Shell—Denmark, Portugal, South Africa; Unilever—Japan, Philippines, Portugal; Warner-Lambert—Uruguay; Arrow Shirts, Finnair—Singapore; Burroughs—United Kingdom; Cotton Council—Japan, Korea, United Kingdom; Estee Lauder, General Electric, Budget Rent-A-Car—Malaysia; Hershey—Taiwan; Hong Kong Trade Development Council—Hong Kong, Japan; Jaguar, AT&T—Japan; Michelin—Ireland; Reebok—United Kingdom; Sheraton, Seagram—Mexico; Tambrands—South Africa

Lost: BAT Industries—Brazil; Boeing—Sweden; Chesebrough-Pond's—Brazil; Mercedes-Benz—Malaysia; Parker Penn—Argentina, Australia, Austria, Belgium, Canada, Chile, Denmark, Finland, Germany, Greece, Ireland, Mexico, New Zealand, Norway, Sweden, Switzerland, Uruguay; Pepsico—Norway, Sweden; Seagram—Netherlands; TWA—Denmark, Netherlands; Wagner Spray Tech—Canada; Woolworths—Australia

Officers

Ogilvy & Mather Worldwide: Kenneth Roman, president; Charles Walsh, cfo; Norman Berry, creative head—president N.Y., Graham Phillips, chmn—U.S.

Phone: (212) 907-3400

Richards Group

RANK **84**

Dallas

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	12.2	10.9	12.0
Billings	82.4	72.3	14.0

U.S. billings

($ in millions)	1986	1985	% chg
Media	12.4	10.9	13.3
Materials & services	12.7	8.8	44.6
Capitalized fees	57.4	52.6	9.0

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	5.8	13.0	(55.8)
Magazine	10.7	5.8	84.5
Radio	21.4	14.5	48.1
Spot TV	37.1	32.5	14.2
Outdoor	4.1	3.6	13.9
Direct mail	3.3	2.9	13.8

Workforce

	1986	1985	% chg
Worldwide	157	165	(4.8)
U.S.	157	165	(4.8)

Offices

Worldwide: 1; U.S.: 1

Annual review

The Richards Group actively pitched for new clients to buffer against the advertising budget cutbacks of existing clients in the oil-related business. This strategy paid off as new clients contributed 80% of the billings growth in 1986 and brought potential billings of $26 million to the agency.

The largest of the billings gains was for restaurant/bar chain TGI Friday's at $7 million, an account gained in 1986. Estimated annualized losses amounted to $9.5 million, with Metromedia Long Distance, the largest at $4 million, followed by Whataburger at $3 million.

U.S. accounts

Gained: Amdahl Communications div; American Catfish Institute; Aerobics Corp. of America; Axon; El Chico Corp.; Grandy's; Motel 6; Otasco; TGI Friday's

Lost: Crown Leasing Corp; Dallas Apparel Mart; Hogan Systems; Metromedia Long Distance; Whataburger; Metrocel Cellular Telephone

Officers

Stan Richards, president; Jim McGhee, Brad Todd, Cormac Ryan, mgmt supers; Scot Dykema, cfo; Gary Gibson, Glenn Dady, Ray Redding, David Fowler, Grant Richards, Mike Malone, Dave Mitchell, Steve Miller, creative group heads; Tave Campbell, acct group super; Martin Bybee, dir operations; Mark Cunningham, dir rsch, creative planning; Michael Leonard, media dir

Phone: (214) 891-5700

More about Florida's Money Market

Ft. Lauderdale/South Palm Beach is the #1 major Florida market in per capita retail sales.

The News/Sun-Sentinel delivers two out of three readers in Florida's affluent Money Market.

Fort Lauderdale/South Palm Beach
News/Sun-Sentinel
Florida's Money Market

Represented nationally by C.W.O. & O.; Sunday Magazine Network, in Florida by Publishers Representatives of Florida.
The News/Sun-Sentinel is a Tribune Company Newspaper.

Top 10 agencies in magazine billings

Rank	Agency	Magazine billings 1986	Magazine billings 1985	U.S. billings 1986	U.S. billings 1985
1	Bozell, Jacobs, Kenyon & Eckhardt	$262.1	$206.0	$1,125.0	$1,030.0
2	Foote, Cone & Belding Communications	226.3	197.4	1,616.7	1,430.7
3	DDB Needham Worldwide	212.0	215.3	1,613.7	1,682.5
4	Ogilvy & Mather Worldwide	193.0	212.0	1,425.3	1,420.4
5	BBDO Worldwide	192.4	163.6	1,872.8	1,701.7
6	J. Walter Thompson Co.	190.9	201.0	1,732.1	1,672.9
7	Grey Advertising	187.2	207.7	1,358.0	1,221.9
8	Young & Rubicam	184.5	181.7	1,832.0	1,797.0
9	Leo Burnett Co.	165.9	161.6	1,361.6	1,269.9
10	D'Arcy Masius Benton & Bowles	158.2	152.2	1,217.2	1,268.1

NOTES: Dollars in millions.

Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

Rosenfeld, Sirowitz & Humphrey

RANK 57

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	19.7	18.4	7.1
Billings	149.6	139.0	7.6

U.S. billings

($ in millions)	1986	1985	% chg
Media	108.5	100.6	7.9
Materials & services	10.6	9.9	7.6
Capitalized fees	30.5	28.6	6.8

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	13.5	9.7	38.2
Magazine	20.9	23.6	(11.4)
Supplements	—	1.4	—
Radio	3.0	5.6	(46.2)
Network TV	37.4	27.8	34.5
Spot TV	58.3	57.0	2.4
Cable TV	1.5	2.8	(46.2)
Outdoor	—	1.4	—
Bus. papers	4.5	4.2	7.7
Point of sale	—	1.4	—
Direct mail	3.0	—	—
Catalogs	1.5	1.4	7.7
Dir. resp. newsp.	4.5	1.4	223.1
Dir. resp. mag.	1.5	—	—
Free-standing inserts	—	1.4	—

Workforce

	1986	1985	% chg
Worldwide	141	165	(14.5)
U.S.	141	165	(14.5)

Offices

Worldwide: 1; U.S.: 1

Annual review

New business from existing clients accounted for 90% of the increase in billings in 1986 over 1985, while new clients accounted for the remaining 10%. The largest annualized billings gain came from Thompson Medical, and the largest loss, from McDonald's New York/Michigan co-op advertising. Billings growth will continue in 1987 on the strength of new business gains added late in 1986 and existing client growth from accounts, particularly Charles of the Ritz and Chase Manhattan.

U.S. accounts

Gained: Thompson Medical, Ibuprin; Chase Home Mortgage Corp.; Chase Student Loans; Chase Bank of Florida; Charles of the Ritz, Fla.

Lost: McDonald's New York/Michigan Co-op; Yugo; Pennaco

Officers

Ron Rosenfeld, Len Sirowitz, cochmns; Steve Humphrey, president; Linda Srere, exec vp, dir-acct svcs; Howie Brodsky, exec vp-cfo; Fred Turdik, exec vp, dir-operations; Leslie Amozig, sr vp, dir-media operations; Roberta Weinstein, vp, mgmt super-direct response

Phone: (212) 505-0200

Ross Roy Inc.

RANK 26

Detroit

($ in millions)

Worldwide	1986	1985	% chg
Gross income	62.4	55.5	12.4
Billings	416.0	370.0	12.4

U.S. billings

($ in millions)	1986	1985	% chg
Media	164.0	148.0	10.8
Materials & services	52.0	46.0	13.0
Capitalized fees	200.0	176.0	13.6

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	29.5	25.9	13.9
Magazine	42.3	37.0	14.3
Supplements	4.0	3.7	8.1
Radio	65.0	51.8	25.5
Network TV	77.0	70.3	9.5
Spot TV	105.0	96.2	9.1
Cable TV	4.2	3.7	13.5
Outdoor	4.2	3.7	13.5
Bus. papers	12.0	11.1	8.1
Point of sale	20.0	18.5	8.1
Yellow Pages	12.5	11.1	12.6
Direct mail	12.3	11.1	10.8
Catalogs	24.0	22.2	8.1
Telemarketing	4.0	3.7	8.1

Workforce

	1986	1985	% chg
Worldwide	811	707	14.7
U.S.	728	632	15.2

Offices

Worldwide: 10; U.S.: 8

1986 billings by major office

($ in millions)	City	Billings
Calet, Hirsch & Spector	New York	67.0
Gray & Kilgore	Troy	6.0
Griswold	Cleveland	40.2
Lerner Scott Corp.	Chicago	9.6
Ross Roy	Detroit	293.2

Annual review

RR added Calet, Hirsch & Spector to its lineup in January, 1986, after buildings its Cleveland strength in 1985 by buying out Griswold Advertising. The agency expects strong billings growth in 1987, related to its $26 million gain in annualized billings against annualized declines of $1.5 million in 1986.

U.S. accounts

Gained: Stroh Brewery, Sundance 100% Natural Juice Sparklers; Chrysler Credit; W.H. Rorer, Perdiem Fiber Laxative; Italian Government Travel Office

Lost: Coca-Cola Bottlers of Detroit

Officers

Glen W. Fortinberry, president-ceo & chmn; John L. Frakes, exec vp, exec creative dir; F. Robert Steiger, exec vp, creative dir; Peter C. Vetowich, exec vp, dir-retail operations; Bruce S. Wagner, exec vp, dir-client svcs; Richard C. Ward, exec vp-merch div; Michael L. Labiak, Francis M. Dattilo, sr vps, group creative dirs; Roy W. Edmonds, sr vp, exec producer, broadcast dir; Lance L. Aldrich, James C. Gorman, Sydney P. Houghton, sr vps, creative dirs; Chris A. Lawson, sr vp-finance & admin; Gerald N. Moody, sr vp, dir-mktg svcs; R. John Oliver, sr vp, genl mgr-Ross Roy Productions; Frank D. Wilberding, sr vp, dir mktg planning; Richard L. Simmons, James V. Vehko, Byron K. Shaffer, Roger F. Sherman, Donald C. Scheich, P. James Quigley, John J. Fox, Bruce W. Miller, sr vps, mgmt supers

Phone: (313) 568-6000

Rubin Postaer & Associates

RANK 72

Los Angeles

($ in millions)

Worldwide	1986	1985	% chg
Gross income	15.1	14.5	3.6
Billings	109.0	99.0	10.1

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	89.6	82.1	9.2
Materials & services	18.8	14.8	26.8
Capitalized fees	0.6	2.1	(70.6)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	5.5	5.9	(8.2)
Magazine	18.2	20.8	(12.4)
Radio	10.9	10.9	0.1
Network TV	34.9	43.6	(19.9)
Spot TV	38.1	16.8	126.7
Outdoor	1.1	0.2	450.6

Workforce

	1986	1985	% chg
Worldwide	156	160	(2.5)
U.S.	156	160	(2.5)

Offices

Worldwide: 4; U.S.: 4

1986 billings by major office

($ in millions)	City	Billings
Rubin Postaer	Los Angeles	99.0
Rubin Postaer	San Diego	10.0
Rubin Postaer	Sacramento	N/A
Rubin Postaer	Phoenix	N/A

Annual review

In October, the agency was created from a management-led buyout of Needham Harper/LA. Existing clients Home Federal Savings & Loan, California State Lottery and American Honda helped provide 70% of the billings growth during 1986, while new clients added the remainder. The agency expects strong billings growth in 1987 because it gained a potential $10 million in annualized billings—$8 million of that coming from New Century/Vista Film Co.

It lost an annualized $2 million from Chicagoland Honda Dealers Assn. The agency opened a New York office to service the New Century/Vista Film account.

U.S. accounts

Gained: Major Video; New Century/Vista Film Co.; Rabbit Computer Corp.; San Diego Chargers

Lost: Chicagoland Honda Dealers Assn.

Officers

Gerrold R. Rubin, president-ceo; Larry Postaer, exec vp-creative dir; Allan Shaw, exec vp, genl mgr-San Diego; Bob Coburn, sr vp, assoc creative dir; Bill Hagelstein, sr vp, group acct dir; Emil Iannaccone, sr vp, dir-media resources; Gary Wenzel, sr vp, dir-acct planning & devel; Gary Yoshida, sr vp, assoc creative dir; Julie Boston, Joan Egan, vps, acct supers; Stan Botello, vp, assoc media dir; Brad Fornaciari, Tom Kirk, vps, mgmt reps; Vincent Mancuso, vp, dir-finance & admin; Ken Jacobs, David Morgenstern, Carol Ogden, vps, assoc creative dirs; Jackie Ulery, vp, assoc media dir; Chuck Valentine, vp, acct dir

Phone: (213) 208-5000

Rumrill-Hoyt

RANK 49

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	23.9	21.1	13.5
Billings	163.9	149.5	9.6

☑

Annual review

With a renewed drive for consumer-goods business, resulting in new assignments in 1987 from R.T. French Co. and Kodak, the agency posted a 9.6% increase in billings in 1986, up $14.4 million. New accounts included Westinghouse Credit Corp. and two new Burroughs Wellcome products.

U.S. accounts

Gained: Westinghouse Credit Corp.; Burroughs Wellcome, Neosporin, Zovirax drug; Remington; DuPont Chemical & Pigment; Agway Country Foods

Lost: Russ Berrie, stuffed toys; CIT, financial svcs; Alenex

Officers

New York: Gary D. Landis, chmn-ceo, Paul J. Goldsmith, president. Henry E. Dunn III, Herbert W. Warden, Bernard J. Long, John E. Ryan, Richard Ferrante, Lila Sternglass, William R. Hamilton, sr vps; Edwin H. Baden, vp-ceo. Rochester: Dick Thomson, president-ceo; Don Weber, Nick Orloff, sr vps; Gale Johnson, vp, dir-pr; Kurt Minwell, vp-finance

Phone: (212) 872-4000

Saatchi & Saatchi Compton

RANK 2

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	490.5	440.9	11.2
Billings	3,320.0	3,033.1	9.5

U.S.	1986	1985	% chg
Gross income	194.6	169.7	14.6
Billings	1,377.3	1,233.4	11.7

1986 billings by major office

($ in millions)	City	Billings
Cochrane Chase	Newport Beach	78.5
Fairfax Advertising	Indianapolis	33.9
Klemtner Advertising	New York	60.0
McCaffrey & McCall	New York	203.7
Rumrill Hoyt	New York	163.9
Saatchi & Saatchi Inc.	New York	600.7

Annual review

This agency is essentially one of three main networks comprising London-based holding company, Saatchi & Saatchi PLC, whose intention is to operate the world's largest advertising network and have one of the top five agencies in the world's top 10 ad markets.

S&SCW contains three large groupings: Saatchi & Saatchi Compton-U.S., Saatchi & Saatchi U.K., and the large Saatchi network throughout the rest of the world. Both U.S. and overseas billings grew by about $144 million each, giving the U.S. a 12.5% growth compared with 7.9% abroad because of the smaller base in the U.S. Major U.S. business came from P&G Camay ($16 million billings annualized) and *Video Digest* ($10 million), but account conflicts related to Saatchi & Saatchi's acquisitiveness particularly hurt its other P&G business. It lost $70 million with the exit of Crisco and Duncan Hines. U.S. figures include only the advertising contributions from subsidiaries Hay Group, Irv Koons, Mayo Infurna, Siegel & Gale and BTD, and full returns from subsidiaries listed below. Ted Bates Worldwide, Backer & Spielvogel and Dancer Fitzgerald Sample, other S&S PLC units purchased in 1986, are not included in S&SCW totals.

U.S. accounts

Gained: Saatchi & Saatchi Compton Inc.—Mellon Bank; McNeil, Delsym; Johnson & Johnson, new prods; P&G Camay Soap; *Video Digest*; BVD, socks.

Lost: Saatchi & Saatchi Compton Inc. —Almay; P&G Crisco, Duncan Hines; Ludens; Dexatrim. Accounts lost and gained from the subsidiaries listed above can be found in their respective profiles in this issue.

Foreign accounts

Gained: Saatchi & Saatchi Compton Worldwide: France—Roc cosmetics; Belin-Nabisco; Krony, beer-cooler; *Modes & Travaux*, magazine; AGF Insurance. Mexico—Plough De Mexico. Puerto Rico—Wendy's; Radio Shack; Caribe Hilton Hotels; PepsiCo-Slice. Spain—Bank of London & South America; Bauknecht, household electric appliances; Gallaher; Juvena, cosmetics; Spanish Tourist, USA; Zanussi,household electric appliances; Basi Hermanos; Int'l Wool Council. Taiwan—Max Factor; Citicorp. Trinidad—Burroughs Wellcome. Venezuela —Bristol-Myers; JEEP de Venezuela. New Zealand—British Airways; Salmond Smith Biolab; TVNZ, media; *NZ Post*. Colombia—Banco Popular; Cervunion; Postobon; Berol. Philippines—San Miguel; Ministry of Tourism; Wellcome Philippines; De Beers; SKIL; Canon; Bauknecht; Gervais Danone. Australia—Mitsubishi; Malaysian Tourist Development; Seiko; Sunbeam; Tonka. India—Shri Ram Honda Gensets; Eureka Forbes, Electrolux; Petrosil, Gulf Oil; Shri Dinesh Mills Textiles; Kissan Soft Drink Concentrate. Korea—Desco de Schulthess Audemars Piguet Watch; Pepsi-Cola International; Chosun Brewery Co. Malaysia—P&G; British Airways. Denmark—Danish/Spanish Navarra Wine; Chamber of Commerce. Greece —Hiram Walker International; Hellenic Cypriot Mediterranean Lines. Netherlands—Harvey's Sherry. Zimbabwe—Bata Shoe Co. Crystal Candy; DHL International. Turkey—P&G; Nabisco; Bahlsen, biscuits. Italy—Renault; Agip Servizi; Citibank; Boehringer; Roc; Nabisco Saiwa; De Marchi. Canada—American Motors; Canadian Red Cross; Tim Horton Donuts; Royal LePage-Ontario West, real estate; Xerox Canada Inc. Belgium—Beiersdorf; IBM. New Zealand —Kiwifruits Authority; Upjohn; American Cyanamid, antibiotics. Portugal—BP; Fiatagri; Grundig, electric Shavers; Soc. Central Cervejas Soft Drinks. Germany—Richardson-Vick's, Oil of Olaz; Pirelli; Bongrain; Champion, sportswear; Puerto Rico Tourist Office. Ireland—Bank of Ireland; Crown Paints. Britain—Allied-Lyons; Reckitts; Richardson-Vick's, Oil of Ulay; Campbell Soup; Tonka Toys; Cadbury-Schweppes; KMG Thomson McLintock; Tobacco Advisory Council; Courvoisier; BP Prestige Cookware; P&G Ariel Liquid; Malaysian Tourist Bd; Portuguese Tourist Bd; Jim Beam Bourbon; Leukemia Research; BP Petrol Dynasty & Treasure Promotions; Nabisco Planters; Mars; London Philharmonic; Sugar Bureau

Lost: Saatchi & Saatchi Compton Worldwide: France—Kelton Watches; Taureau Aile Rice. Mexico—Hoteles Sheraton; Carter-Wallace. Puerto Rico —Faramcias Moscoso. Taiwan—A.O.C. TV Set; Mix Me Milk Powder. Trinidad—Charles Candy Co. Ltd.; Sunshine Snacks Ltd. Venezuela—B.H.O. Mortgage Bank; Vargas, C.A.; Alberto-Culver. New Zealand—Sanyo; Allied Foods. Philippines—Vitarich Corp.; Grosby KP Footwear, P&G; ELIN Household Appliances. Australia—Australia Consolidated Hosiery; Marshall Batteries; Smith & Nephew; Nestle; Readers' Digest Assn. India—Pressure Cooker & Appliances. Malaysia—Johnson & Johnson; McDonalds Malaysia; Pacific Bank. Denmark—Fogtdal Special Services; Boliden Chemicals & Metals; Nordisk Software. Netherlands—Hewlett-Packard. Zimbabwe—Dairy Marketing Board. Turkey—Eva Washing Machine. Canada—Armor All; Liquor License Board. Belgium—Spadel. Portugal—IBM; Novotel; Atlas Copco; Jeans Lusitania; Walter & Heller; Factoring. Germany—Vitamalz Malt Beer. Ireland—Ferguson Electrical Goods. Britain—McDonalds; Mattel; KP; Smith & Nephew; Air New Zealand; Polycell; Barker & Dobson; Rowntree; United Biscuits; *Sunday Times*; Nissan Dealers; Wharfedale.

Officers

Saatchi & Saatchi Compton Worldwide: Directors—O.M. Gossett (chmn-ceo), Terry Bannister, Alban Lloyd, Roderick More, David Miln, John Perriss, Jeremy Sinclair, Roy Warman, Edward Wax. Saatchi & Saatchi Compton Inc., New York—Edward Wax, president-ceo; Robert O. Jordan, chmn; Robert Levenson, vice chmn-chief creative officer. Exec vps: Gerald A. Kessler, cfo, secretary, treasurer; David Basch, Thomas Lom, acct mgmt; Christopher A. Mill, new business; Richard Earle, Nadeen Peterson, creative dirs; Edward Rosenstein, rsch dir; Paula Forman, Ernst deFlines, mgmt dirs; David Herzbrun, Charles Abrams, creative

Phone: (212) 754-1100

Sawdon & Bess Advertising

RANK 91

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	11.1	10.5	5.7
Billings	74.3	70.3	5.7

U.S. billings

($ in millions)	1986	1985	% chg
Media	62.0	58.5	6.0
Materials & services	9.6	9.1	5.5
Capitalized fees	2.7	2.7	0.0

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	2.3	1.8	26.4

($ in millions)	*1986*	*1985*	*% chg*
Magazine	3.8	3.0	25.8
Radio	9.8	7.8	25.0
Spot TV	50.3	46.4	8.4
Cable TV	7.0	10.3	(32.0)
Bus. papers	1.2	1.0	20.0

1986 billings by major office

($ in millions)	*City*	*Billings*
Sawdon & Bess	New York	65.3
Sawdon & Bess	Los Angeles	9.0

Annual review

Sawdon & Bess recorded a 5.7% increase in billings, with existing clients Footlocker, local Cadillac dealers, Southeast, Southern California, and Matchbox constituting the majority. S&B is being consolidated this year with other Ted Bates subsidiaries, AC&R and Diener/Hauser/Bates, into a new agency, AC&R/DHB & Bess, which will have a combined $321 million in worldwide 1986 billings. S&B brings a strong retail capability to the merged unit, which is expected to produce savings of $1 million. The move is the first consolidation engineered by parent, Saatchi & Saatchi PLC, to produce efficiencies. Jerome Bess will be the new agency's chmn.

U.S. accounts

Gained: Matchbox, Rubicks Magic Puzzle; Grid Comm; Natural Touch Cosmetics

Lost: None

Officers

Jerome Bess, chmn; Martin M. Mitchell, president

Phone: (212) 751-6660

Scali, McCabe, Sloves

RANK **20**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	77.5	50.2	54.4
Billings	556.6	334.7	66.3
U.S.	**1986**	**1985**	**% chg**
Gross income	62.4	36.6	70.5
Billings	455.6	243.9	86.8

☑

U.S. billings

($ in millions)	*1986*	*1985*	*% chg*
Media	455.6	243.9	86.8

Workforce

	1986	1985	% chg
Worldwide	1,253	841	49.0
U.S.	714	425	68.0

Offices

Worldwide: 14; U.S.: 7

1986 billings by major office

($ in millions)	*City*	*Billings*
Fallon McElligott	Minneapolis	178.8
Martin Agency	Richmond, Va.	90.3
Scali, McCabe, Sloves	New York	259.2
Scali, McCabe, Sloves	Los Angeles	2.0
Scali, McCabe, Sloves	Atlanta	8.0
Stevens & Buchsbaum	New York	N/A

Annual review

Acquisitions dominated the scene this year, for this subsidiary of the Ogilvy Group, as the agency purchased Fallon McElligott, Minneapolis, in April, Martin Agency, Richmond, Va., in October, and a 20% interest in Stevens & Buchsbaum, N.Y. The 1986 billings figures for Fallon McElligott, $187,829,200, and Martin Agency, $90,335,800 are consolidated into SM&S totals, while Stevens & Buchsbaum are not. Apart from these subsidiaries, Scali, McCabe, Sloves billed $269,165,000 in 1986, which amounted to a 10.4% gain over billings of $243,875,300 in 1985. This growth came 70% from existing clients. During the year, the agency gained a potential $38 million in annualized billings with Champion and Harris Lanier accounting for the majority. It lost annualized billings of $20 million, when Continental Airlines left. Overseas billings grew 11.3%, but the purchase in February of the French agency, Audour Soum, should enable SM&S to top that in 1987. Stating he needed new challenges, Edward McCabe, left the agency as president, creative director worldwide, left the agency Jan. 1, 1987, and entered the Paris-to-Dakar auto rally.

U.S. accounts

Gained: Champion; Schering-Plough; Harris Lanier; Prince; Fred Joallier

Lost: Continental; Duffy Mott

Foreign accounts

Gained: Mexico—Ralston Purina; Famsa/Daimler Benz; Seguros America; Moulinex. AMV (Abbott Mead Vickers), London—London Commodity Exchange; Northern Foods; Orbis; Schwarzkopf; Sealink; Smith & Nephow; British Telecom. Canada—Champion; N. A. Decorative; Ralston Purina, Burger Crunch; Labatt Brewing, Guinness; Lipton, soup, fruits; Cadbury, fudge. Australia—*Time*; Pacific Pet Foods; Michigan Bayley. Germany—Bosch; Loewe; Siemens; Weila.

Lost: Mexico—Alberto-Culver. AMV—Arthur Andersen; Radio Marketing Bureau; Savacenter; Watney. Canada—Sara Lee. Australia—Met Transit; State Transit. Germany—Vitra.

Officers

Marvin Sloves, chmn, ceo; Sam Scali, vice chmn, creative dir, U.S. operations; Alan Pesky, vice chmn, coo; Keith Green, exec vp, dir stragtic planning and business devel; Judith Aiello, exec vp, mng dir; Mike Ephron, exec vp, media scvs; Stuart Epstein, Murray Gaylord, exec vps, mgmt reps; Gail F. Lieberman, exec vp, cfo; Barbara Titus, exec vp, rsch dir; Jerry Sherman, president, sales promo; Lee Graham, president, direct response

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SSC&B:Lintas Worldwide

RANK **13**

New York

($ in millions)

Worldwide	**1986**	**1985**	**% chg**
Gross income	237.0	208.6	13.6
Billings	1,647.5	1,435.5	14.8
U.S.	**1986**	**1985**	**% chg**
Gross income	69.0	67.4	2.3
Billings	460.0	449.6	2.3

☑

Workforce

	1986	*1985*	*% chg*
Worldwide	4,083	3,859	5.8
U.S.	690	731	(5.6)

Annual review

New assignments from existing clients provided 80% of billings growth at SSC&B, with the rest coming from new client Citizen. During 1986, annualized billings gains came to $33 million, $20 million from Coca-Cola's Tab, against declines of $22 million with $20 million of that from Citibank.

U.S. accounts

Gained: SSC&B, Inc., New York—Citizen Watches. SSC&B:Vos Direct, New York—Grolier Enterprises, Arthur de Moss Foundation, Metropolitan Life Ins. Co., Tenneco (Speedy Muffler)

Lost: SSC&B, Inc. New York—American Brands (cigarettes), Citibank/Citicorp. SSC&B:Vos Direct, New York—Lynchburg Hardware

Foreign accounts

Gained: Austria—OAMTC (Austrian Automobile Club), Ludwig Furniture (retailer), Bayer (Satina Medicated), Carrefour (hypermarket). Belgium—peugeot (cycles & mopeds), Heineken (Bokma gin), Jagermeister Liqueur. Denmark—City of Copenhagen, Berlitz, NEC (computers), Remy Martin (De Luze cognac), Pierre Robert (cosmetics), SAS (duty free cosmetic/perfumes). England—Timberland, Noxell (Cover Girl), Barclay's Bank (Debit Card). England—Johnson & Johnson (3 Sanpro assignments)-export, Philips (lighting, audio, video)-export, Minolta (word processor), Dubai Intl. Trade Center, Wanda (Ovaltime)-export. Finland—Post Office (direct

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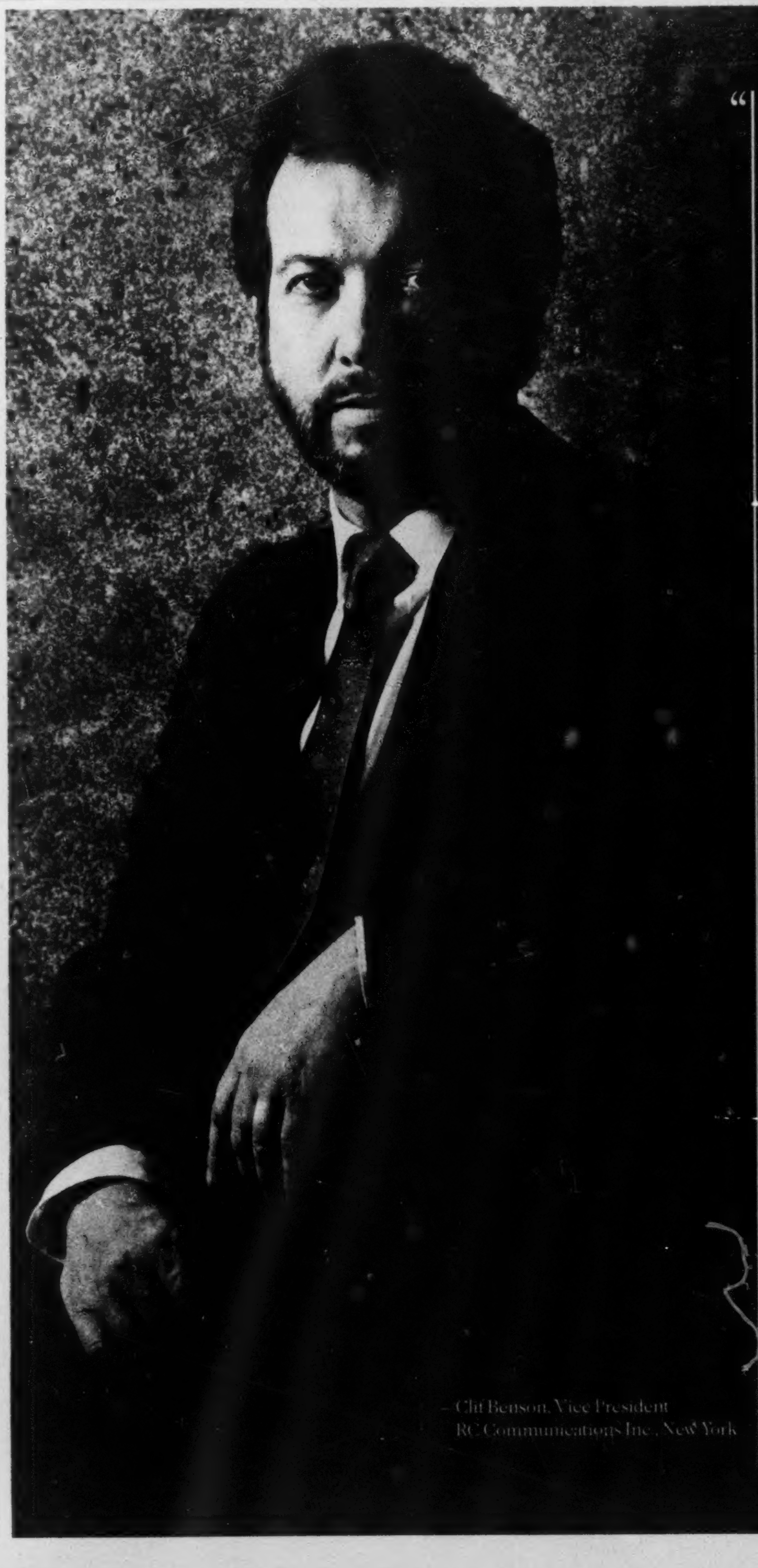
Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by Advertising Age. *See story on Page 6.*



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—Clif Benson, Vice President
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Top 10 agencies in radio billings

Rank	Agency	Radio billings 1986	Radio billings 1985	U.S. billings 1986	U.S. billings 1985
1	Bozell, Jacobs, Kenyon & Eckhardt	$148.5	$146.3	$1,125.0	$1,030.0
2	D'Arcy Masius Benton & Bowles	104.7	133.3	1,217.2	1,268.1
3	Foote, Cone & Belding Communications	100.2	84.3	1,616.7	1,430.7
4	J. Walter Thompson Co.	93.7	91.2	1,732.1	1,672.9
5	Ross Roy Inc.	65.0	51.8	416.0	370.0
6	BBDO Worldwide	63.3	72.2	1,872.8	1,701.7
7	Ted Bates Worldwide	54.5	42.7	1,784.6	1,810.1
8	Ogilvy & Mather Worldwide	54.0	49.0	1,665.3	1,620.4
9	Grey Advertising	48.0	36.7	1,358.0	1,221.9
10	DFS Dorland Worldwide	47.8	47.4	901.4	861.9

NOTES: Dollars in millions.

Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

mail). Bank of Finland. France—William Grant (Glenfiddich), Bahlsen (biscuits & snacks), O.C.E. (Moroccan fruits & vegetables). NEC (computer peripherals, printer), Philips (batteries). Germany—Jagermeister Liqueur, Deutsch Granini (juices). Italy—Novo Industries (enzymes), N.Y. State Dept. (financial investments), Fiat (HDX oil). Netherlands—Hema (retailer), Maple Leaf (Sportlife Gum, Donals Bubble Gum). Norway—Thermex/Nidar Bergene (Deli-O canned food). Portugal—Michelin, Mobil Oil. Spain—Joyeria y Plateria (Dalia silverware). Sweden—NEC (printers & business machines). Switzerland—Telekurs (EC Direct Debit Card), Schweizerischer Bank (private pension fund). Argentina—Sterling (Panadol, Geniol), Seiko watches, Cia Americana de Ediciones (magazines), Timberland. Australia—NSW Dept. of Health (teen alcohol abuse), Tricontinental Group (bank). Brazil—Novo Industries (enzymes), Sterling Drug (Panadol, Melhoral), Citicorp/Citibank (credit card), Arthur de Moss Foundation. Canada—Carnation (Mighty Dog, Fancy Feast Cat Food), Standard Broadcasting (radio sta. CFRB). Nestle (Dr. Ballard's pet foods). Chile—Olympia, IBM (computers), Correos de Chile (postal service). Hong Kong—Jusco Dept. Store, Quaker Cereals. India—Electronic Corp. (EC tv), Govt. of India, Bajaj Auto (Kawasaki motorcycles). Indonesia—ABC Central Food (syrups, sauces). Japan—Novo Industries (enzymes), State of N.Y. (Financial Investment), Philips (corp). Malaysia—Quaker (oatmeal), ICL (computers). Malawi—Coca-Cola (Sobo mixers). New Zealand—KLM Airlines, RCA/Columbia (videotapes), Sterling Drug (3 prods), Union Carbide (Glad bags). Philippines—Hoechst, Philippine Refining (Lipton Tea, Deo.), Citicorp/Citibank (Gold Card). Singapore—Dunlop (tiles, mattresses), Quaker (oatmeal), Le Calssique (duty free specialty store). South Africa—Sterling Drug (2 prods), Raylite batteries, SmithKline French (animal medication). Taiwan—Unilever (6 prods), Philips (lamps), Sterling (Panadol), Wyeth Intl. (Promil). Thailand—Douwe Egberts (Moccona coffee), Canon (typewriter), Sterling Drug (Panadol), Bangkok Bank. Zimbabwe—Dairy Mktg. Bd., Coca-Cola (Classic Coke, Fanta, Sprite)

Lost: Austria—Fuji Film. Denmark—Dansk Natural Gas. England—Canon (office equipment), NEC (home entertainment. England—Unilever (Sunsilk shampoo)-export. Finland—Fuji (camera/films), Salora (tv, radio, stereo). France—Boursin (Boursault cheese), Unilever (Planta margarine). Germany—Chemical Industry, K-Tel Intl. Greece—Timberland. Italy—Unilever (Sofficini). Netherlands—RCA/Columbia (video tapes). Portugal—Banco Fonsecas & Burnay, Johnson & Johnson (Pink lotion). Spain—Galerias Preciados (promos). Australia—Amatil (cigarettes). Brazil—Firestone tires. Canada—Coca-Cola (Cherry Coke, MM Orange Soda). Chile—Unilever (Soft Fabric softener). India—Nirlon synthetic fiber. Malaysia—Genting Highlands (resorts), Castrol (oil, lubricants). New Zealand—Lundia (shelving). Singapore—SAS Amara Hotel, P.T. Indofood (noodles), Air India. Thailand—Petro Auth. of Thailand, Carnation (Coffeemate), Siam Cement Group. Zimbabwe—Crystal Candy

Officers

SSC&B:Lintas Worldwide: William V. Weithas, chmn-ceo; Kenneth L. Robbins, worldwide deputy chmn, chmn-ceo Lintas International. SSC&B Inc.: Spencer Plavoukos, chmn-ceo; Francis J. DeVito, president, dir creative svcs; Lawrence E. Lamattina, exec vp, coo; Harold V. Rover, vice chmn. SSC&B:VOS Direct: Thomas J. Turner, chmn-ceo; Lewis M. Smith Jr., exec vp, dir creative svcs

Phone: (212) 605-8000

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

Stone & Adler

RANK 79

Chicago

($ in millions)

Worldwide	1986	1985	% chg
Gross income	13.0	13.4	(2.7)
Billings	104.1	109.7	(5.0)
U.S.	**1986**	**1985**	**% chg**
Gross income	12.1	12.1	(0.6)
Billings	96.9	99.8	(2.9)

U.S. billings

($ in millions)	1986	1985	% chg
Media	2.2	0.5	383.7
Materials & services	19.3	21.7	(11.3)
Capitalized fees	75.4	78.0	(3.3)

Billings by media

($ in millions)	1986	1985	% chg
Direct mail	19.3	21.7	(11.3)
Dir. resp. TV	1.4	0.5	212.7
Dir. resp. radio	0.8	—	—

Workforce

	1956	1985	% chg
Worldwide	158	170	(7.1)
U.S.	141	170	(17.1)

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Stone & Adler	Chicago	52.0
Stone & Adler	New York	45.0

Annual review

With the departure of major clients Merrill Lynch, AT&T and Red Lobster, Stone & Adler suffered a 5% or $5.5 million decline in over-all billings in 1986. The agency expects to hold steady in 1987, with accounts gained in 1986 and new 1987 business having its impact.

U.S. accounts

Gained: Holiday Inn; Clorox; First City; Nynex Mobil; *Business Week*, Turner Broadcasting; Citibank.

Lost: Chicago Tribune; Moore Business; Red Lobster; 3M; Tupperware; Hickory Farm; West Bend; Jafra Cosmetics; Merrill Lynch; AT&T

Officers

Richard Colligan, ceo; William Sutherland, president, genl mgr; Linda Andrews, dir-client svcs; Richard Decicco, mgmt super; Michael Moore, exec vp-client svcs; Isabel Mueller, exec vp, treasurer; Bruce Murray, exec vp-mktg; Rosemary O'Brien, sr vp-mgmt svcs; Leonard Ross, sr vp-production; Michael Sugzda, sr vp-new business devel

Phone: (312) 346-6100

Sudler & Hennessey

RANK 46

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	25.5	23.0	10.9
Billings	170.0	153.4	10.8
U.S.	**1986**	**1985**	**% chg**
Gross income	18.6	18.2	2.2
Billings	124.0	121.4	2.1

☑

Billings by media

($ in millions)	1986	1985	% chg
Magazine	3.7	4.2	(11.9)
Medical journ.	10.2	32.0	(68.1)
Radio	4.0	—	—
Network TV	22.7	13.6	66.9
Spot TV	6.5	1.5	333.3
Cable TV	0.2	0.3	(33.3)

Workforce

	1986	1985	% chg
Worldwide	272	285	(4.6)
U.S.	192	206	(6.8)

Offices

Worldwide: 8; U.S.: 2

Annual review

A subsidiary of Y&R specializing in healthcare advertising, S&H secured its growth in 1986 from abroad—overseas billings grew 43.8% during the year-to-year period, while domestical growth slowed to 2.1% from 11% recorded in 1985 over 1984. A year ago, the agency had expected domestic billings to be stronger in 1986 because the FDA had approved at yearend 1985 the general distribution of a number of new products marketed by H&S clients.

U.S. accounts

Gained: Berlex Laboratories; Owen/Allencreme; Liposome Co.; Lever Brothers personal products div, Close-Up toothpaste; Warner-Lambert consumer health prods, Promega; Warner-Lambert International, Centrax, Comprecin, Ponstan

Lost: Ayerst Laboratories; Baker Instruments; Olin Chemical; Cos-Medica Medical Group; Jeffrey Martin Inc.

Foreign accounts

Gained: Australia—Kellogg. Germany—Behringwerke; Tyrolia. Japan—Colgate-Kendal Ltd.

Lost: Australia—Manoheoten Unity; Warner-Lambert Co. Japan—Becton-Dickinson Overseas; KCR Ltd.; Kendal Division; Nordisk

Officers

William B. Gibson, chmn, president-ceo; Robert Gouterman, exec vp, communications svcs; Arthur M. Rosen, exec vp, dir consumer group

Phone: (212) 265-8000

Tatham-Laird & Kudner

RANK 45

Chicago

($ in millions)

Worldwide	1986	1985	% chg
Gross income	28.5	28.2	0.9
Billings	238.5	235.0	1.5

U.S. billings

($ in millions)	1986	1985	% chg
Media	145.2	136.0	6.8
Materials & services	26.5	28.8	(8.0)
Capitalized fees	66.8	70.2	(4.8)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	44.4	40.9	8.6
Magazine	38.6	32.2	19.9
Supplements	5.0	3.5	42.9
Radio	8.8	5.2	69.2
Network TV	62.7	67.2	(6.7)
Spot TV	61.3	65.8	(6.8)
Cable TV	8.6	6.3	36.5
Outdoor	2.6	3.3	(18.2)
Bus. papers	2.1	2.6	(19.2)
Transit	1.9	2.1	(9.5)
Free-standing inserts	2.4	—	—

Workforce

	1986	1985	% chg
Worldwide	345	357	(3.4)
U.S.	345	357	(3.4)

Offices

Worldwide: 1; U.S.: 1

Annual review

Unexpected belt tightening by existing clients hurt billings growth in 1986, holding TL&K to a modest 1.4% increase from the year earlier period. Large new business gains coming from Nabisco Brands and Continental Baking Co. helped push potential annualized billings gains to $56 million against an annualized decline of $18 million, some $17 million of that coming from Continential Bank. During 1986 Charlotte Beers became active chairman of the 4A's and took on the additional title of chmn, and William P. Youngclaus added the title of president.

U.S. accounts

Gained: Procter & Gamble Co., Mr. Clean Soft Cleanser, Metamucil; Nabisco Brands, Blue Bonnet Margarine, Fleischmann's Egg Beaters, Fleischmann's Margarine, Ortega Mexican Foods, Hawaiian Punch, Sugar Free Hawaiian Punch; Household Bank, div of Household International Co.; Nestle Enterprises, Panache; Continental Baking Co., Wonder Bread, Wonder Light Bread; Adolph Coors Co., new prods

Lost: Continental Bank; National Dairy Board, generic butter

Officers

Charlotte Beers, chmn, ceo; William P. Youngclaus, president, coo; John J. Valverde, sr partner, cfo; Phillip Gerber, sr partner, media operations dir; Robert A. Hielscher, sr partner client svcs dir; Michael F. Robinson, sr partner, rsch, planning dir; Lawrence A. Stillman, Ernest N. Vanover, sr partners, group creative dirs; Kirk R. Borland, Linda Garrison, Rawdon Parry, Thomas W. Schafer, sr partners, acct mgrs. Employees: 345.

Phone: (312) 337-4000

TBWA Advertising

RANK 25

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	65.7	49.6	32.3
Billings	453.5	330.9	37.0
U.S.	**1986**	**1985**	**% chg**
Gross income	15.7	13.2	19.1
Billings	104.7	87.9	19.1

U.S. billings

($ in millions)	1986	1985	% chg
Media	104.7	87.9	19.1

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	3.1	3.5	(11.4)
Magazine	36.6	29.9	22.4
Supplements	3.1	2.6	19.2
Radio	8.4	6.2	35.5
Network TV	6.3	6.2	1.6
Spot TV	44.0	37.8	16.4
Cable TV	1.1	0.9	22.2
Outdoor	1.1	0.9	22.2
Transit	1.0	—	—

Workforce

	1986	1985	% chg
Worldwide	618	572	8.0
U.S.	110	97	13.4

Offices

Worldwide: 12; U.S.: 2

1986 billings by major office

($ in millions)	City	Billings
TBWA Advertising	St. Louis	17.9
TBWA Advertising	New York	86.8

Annual review

One-half of TBWA's domestic billings increase of 19.1% came from existing clients, especially Carillon Importers, and Southern New England Telephone, and the remainder came from new clients like Del Labs. Overseas, the 43.7% increase in year-to-year billings came from internal growth and currency gains. During 1986, domestic annualized billings gains where $19 million compared to a potential $1 million in losses.

U.S. accounts

Gained: Del Labs, Sally Hansen prods, Flame Glow cosmetics, Lip Quencher; Meredith Corp., *Ladies Home Journal*; Fromageries Bel-Wispride cheese, Price's cheese spread Carillon Importers, Absolut Peppar Vodka; Barnes Hospital; Monsanto Chemical Co., Therminol; Southern New England Telephone Co., directory div

Lost: National Foods, meat prods

Foreign accounts

Gained: Henkel, Bref cubes, X'tra Saptil; Chase Manhattan Bank; Mobil Oil; Irish Tourist Board; Reckitt & Colman, Nubril; Nestle, Yes bars; Beiersdorf, Basis PH; Airplus credit card; Bahlsen; Ecco

Lost: Technics; Granini; Galena Blanca; Concordia Insurance; Ariston; Castiliao

Officers

William Tragos, chmn-ceo; Richard Costello, president; Arnold Arlow, Peter Lubalin, exec vps, co-creative dirs; Thomas Derderian, exec vp, dir-acct svcs, N.Y.; John Doman, exec vp, dir-business devel; Anthony Morgan, exec vp, dir-mktg svcs; William Oakey, exec vp, genl mgr, St. Louis; Brian Barry, sr vp, mgmt super; Claude Fromm, sr vp, media dir; Arthur Gramer, sr vp, dir-acct svcs, St. Louis; Geoff Hayes, sr vp, exec art dir; James Jolliffe, sr vp, creative dir, St. Louis; Stuart Loss, sr vp, financial dir

Phone: (212) 725-1150

Telephone Marketing Programs

RANK 59

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	18.8	15.4	21.7
Billings	126.1	103.3	22.0
U.S.	**1986**	**1985**	**% chg**
Gross income	17.7	15.0	18.3
Billings	118.0	99.7	18.3

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	118.0	99.7	18.3

Billings by media

($ in millions)	1986	1985	% chg
Yellow Pages	118.0	99.7	18.3

Workforce

	1986	1985	% chg
Worldwide	658	582	13.1
U.S.	586	528	11.0

Offices

Worldwide: 19 ; U.S.: 13

1986 billings by major office

($ in millions)	City	Billings
TMP	Ridgefield, Ct.	N/A
TMP	Minneapolis	N/A
TMP	Miami	N/A
TMP	Charlotte, N.C.	N/A
TMP	New York	118.0
TMP	Detroit	N/A
TMP	Chicago	N/A
TMP	Dallas	N/A
TMP Boston	Boston	N/A
TMP Midwest	Danville, Ill.	N/A
TMP West	Los Angeles	N/A
TMP West	San Francisco	N/A

Annual review

TMP had another year of solid growth, posting an over-all 22% increase in billings, with domestic billings up 18.3% to $118 million and overseas billings up 125% to $8.1 million. With telephone companies multiplying rapidly, TMP anticipates continued growth in 1987.

U.S. accounts

Gained: Conrail; Viking Pump Houdaille; Jostens Education Systems; Fireman's Fund Insurance; American Speedy; Colonial Penn Insurance; Haworth, Inc.; Purolator Courier Corp.; Adirondack Direct; Swiss-Bernina; Merillat Industries; TIE Communications; Humana Hospitals; Herman Miller, Inc.; Idealease; Echo; Pioneer Partner; Affordable Used Car Rental System; Ricoh Corp., Copier div; Manitowoc; Hinckley & Schmitt; E.F. Johnson

Lost: Commercial Credit; Computer Depot; Continental Airlines; Otis Elevators; Synergy; Ethan Allen; Admiral; Royal Optical; Deloitte Haskins & Sells

Officers

Andrew J. McKelvey, president; Paul Camara, sr vp-operations; Lance S. Johnson, sr vp-sales; Thomas G. Colli-

son, vp-finance; Robert Lamb, vp-mktg; Frank Troise, vp-operations; Harold L. Levy, vp-sales
Phone: (212) 977-4200

J. Walter Thompson Co.

RANK 4

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	471.0	434.7	8.4
Billings	3,141.5	2,899.1	8.4

U.S.	1986	1985	% chg
Gross income	259.7	250.8	3.5
Billings	1,732.1	1,672.9	3.5

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	1,732.1	1,672.9	3.5

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	187.1	143.6	30.3
Magazine	199.7	207.6	(3.8)
Radio	94.6	93.5	1.2
Network TV	626.8	580.7	7.9
Spot TV	363.6	347.2	4.7
Cable TV	—	23.3	—
Outdoor	21.1	18.3	15.5
Farm publications	42.2	41.5	1.6
Direct mail	8.1	16.6	(51.1)

Workforce

	1986	1985	% chg
Worldwide	7,662	8,031	(4.6)
U.S.	3,035	3,325	(8.7)

Offices

Worldwide: 182; U.S.: 71

1986 billings by major office

($ in millions)	City	Billings
Thompson Recruitment	Los Angeles	117.0
J. Walter Thompson	New York	600.0
J. Walter Thompson	Chicago	415.0
J. Walter Thompson	Los Angeles	118.0
J. Walter Thompson	Atlanta	33.5
J. Walter Thompson	Washington	44.5
J. Walter Thompson	San Francisco	151.0
J. Walter Thompson	Detroit	341.0

Annual review

A moderate 3.5% U.S. billings growth came largely from additional assignments: Warner-Lambert ($25 miilion), Kodak ($20 million) and new client IBM ($50 million). Product losses came from Kraft ($75 million) and Kodak ($15 million). Departing were USAir ($18 million) and Dole Pineapple ($15 million). Overseas billings grew 14%, which provided leverage for overall billings to climb 8.4%. Early this year Joseph O'Donnell, chairman-ceo, was fired after attempting to curry board member allegiance for a management buyout.

U.S. accounts

Gained: Digital Communications Associates, JWT/JWT Direct; Godfathers Pizza; American Greetings; Acemesa; Hyatt; Ames Department Stores; Phoenix Metro FDAF; Cellular Telephone, Los Angeles; Goodyear; American Learning; Presto Foods; Conroy's Flowers; IBM; Kodak; SEGA of America; Lignum 2; Black Angus Restaurant; North American Van Lines; Stanford Federal Savings & Loan; Cutter Group, Deltakos; Beth Israel Medical Center; Merit Mutual Foods; William Underwood; additional assignments—Warner-Lambert, S.C. Johnson, Oscar Mayer, Quaker Oats, Fischer Price, Beatrice, Kraft
Lost: Original Appalachian Artworks; Kraft; Anderson Co.; Champion Spark Plug; Ryder Truck Rental; Showtime, The Movie Channel; Kodak; Chef San Francisco; Dole Pineapple; USAir; Federal Home Loan Mortgage; Colonial Penn, Direct; Decision Resources, Direct; Sears Discover Card, Direct; US Sprint Communications, Direct

Foreign accounts

Gained: Europe—Aspirin Foundation; British Airports Authority; Canary Wharf, London Docks Redevelopment; Curtiriso Rice; Gruner & Jahr, *Prima* magazine; Harris Queensway; Levi Strauss jeans; Mattel; Pepsi Philips. Latin America—Bacardi Importers; Beiersdorf; Exxon; IBM; and Nestle, Philips and R.J. Reynolds, all additional assignments. Asia Pacific—Eastman Kodak; Metro Group; Ministry of Health; Nabisco; Philips; Pepsi Slice and Philipinas Shell, additional assinments. Canada—Carling O'Keefe; Schenley Canada; and RJR Macdonald, Kellogg and Pepsi-Cola, all additional assignments
Lost: Europe—Burger King; CPC Knorr; Ford; Magnet & Southerns; MeCo, Gioppini Bread; Ministry of Fashion; Nestle, Maggi; Peter Eckes, Trink 10 Juice; Warner-Lambert. Latin America—Champion; Topper. Asia Pacific—Pure Foods Corp.

Officers

Don Johnston, ceo; George M. Black, exec vp, chmn-ceo, West Germany; Harold F. Clark Jr.; John J. Cronin; Victor F. Gutierrez, exec vps; Terence D. Martin, exec vp-finance, admin; Stephen G. Bowen; William M. Lane; Kenneth R. Rogers; Peter Schweitzer; exec vps, USA; Bertram Metter, exec vp, chmn-ceo, USA; James B. Patterson, exec vp, exec creative dir, USA; Jeremy Bullmore, exec vp-chmn, U.K.; Ronald S. Burns, exec vp, president-ceo, Canada; Michael Cooper-Evans, exec vp, president, Europe; Miles Colebrook, exec vp, mng dir, U.K.; Manuel de Elexpuru, exec vp, president-ceo, Spain; James H. Foster, exec vp, president-ceo, Brouillard Communications; Marlene Hore, exec vp, vice chmn, national creative dir, Canada; Stephen King, exec vp, dir, U.K. Leonel M. Pavao, exec vp, president-ceo JWT Publicidade Ltd.; W. Lee Preschel, exec vp, president, Latin America, Central Pacific; Donald C. Robertson, exec vp, president-Thompson Recruitment Advertising; Stephen M. Salorio, exec vp, genl counsel, secretary; Allen Thomas, exec vp, exec creative dir, deputy chmn, U.K.; Donald F. Thompson, exec vp, president, Asia, Pacific, South Africa

Phone: (212) 210-7000

Towne, Silverstein, Rotter

RANK 83

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	12.2	10.5	16.4
Billings	81.5	70.0	16.4

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	81.5	70.0	16.4

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	1.6	3.5	(53.4)
Magazine	8.2	3.5	132.9
Radio	8.2	7.0	16.4
Network TV	28.5	21.0	35.8
Spot TV	26.9	24.5	9.8
Cable TV	4.1	3.5	16.4
Outdoor	4.1	3.5	16.4

Workforce

	1986	1985	% chg
Worldwide	56	50	12.0
U.S.	56	50	12.0

Offices

Worldwide: 1; U.S.: 1

Annual review

Existing clients provided 70% of the billings growth during 1986, notably additional assignments from Canandaigua Wine Co. and growth from Emerson Radio, while new clients added the remainder. The potential $10 million in annualized billings gains added during 1986 against no losses, along with the development of a proprietary marketing research system, has led the agency to predict good growth for 1987 billings.

U.S. accounts

Gained: Fisher-Price, diversified products/licensing, books; Widmers Wine Cellars; Manischewitz Wine Co.; Canandaigua Wine Co., Cool Breeze Dessert Wines

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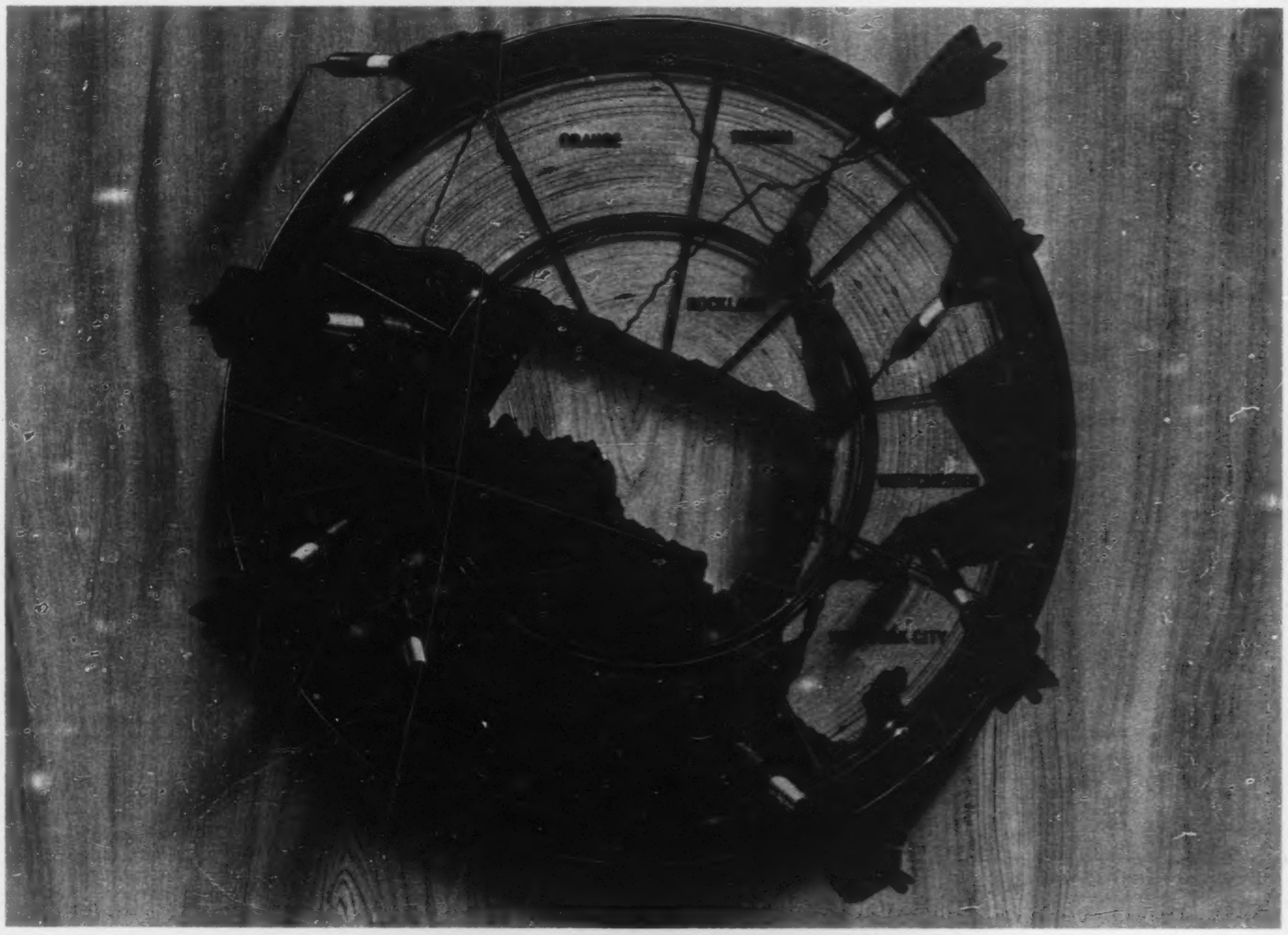
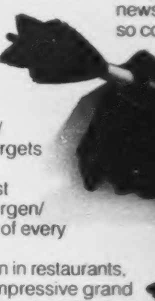
Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age. *See story on Page 6.*





Your media plan may be missing the mark.

If you're taking aim at the New York ADI, make sure your media plan isn't missing an important part of its target audience: the affluent residents of Bergen and Passaic counties in northern New Jersey.

Only one newspaper gives you a clear shot at this lucrative market and the $20.7 billion in purchasing power wielded by the people who live there: The Record, New Jersey's largest evening newspaper.

The Record reaches more adults in the Bergen/Passaic market than any other newspaper, and targets readers with the greatest spending power.

In fact, Record readers have the second highest personal employment income in America, and Bergen/Passaic residents account for more than 21 cents of every dollar spent in the entire state of New Jersey.

In 1985, they dished out an incredible $909 million in restaurants, and rang up $10.1 billion in retail spending. This impressive grand total placed Bergen/Passaic 29th in the nation for total retail sales.

With The Record's Bergen/Passaic audience, you're taking aim at a market whose population of 1,293,400 makes it the 33rd largest in America. And sixty-five percent of this affluent audience cannot be reached regularly in any other newspaper. That's because no other newspaper covers their world so well or so colorfully. The Record's award-winning reporting, full-color graphics and eye-popping demographics give you an advertising forum that hits home with Bergen/Passaic residents like no other newspaper.

The Record. Try to target the Bergen/Passaic market without it, and you're just taking a shot in the dark.

The Record
We cover your world. All of it.
150 River Street, Hackensack, N.J. 07601
Call John E. Kimball, Director of Advertising at
(201) 646-4259.

Sources: The Scarborough Report, 1986 © S&MM Survey of Buying Power, 1986 Simmons-Scarborough National Newspaper Audience Ratings Study, 1985
National Representative: Sawyer-Ferguson-Walker Co.

Top 10 agencies in spot TV billings

Rank	Agency	Spot TV billings 1986	Spot TV billings 1985	U.S. billings 1986	U.S. billings 1985
1	Foote, Cone & Belding Communications	$367.0	$357.7	$1,616.7	$1,430.7
2	J. Walter Thompson Co.	358.2	341.2	1,732.1	1,672.9
3	Young & Rubicam	324.0	351.7	1,217.2	1,268.1
4	D'Arcy Masius Benton & Bowles	299.4	312.0	1,217.2	1,268.1
5	DFS Dorland Worldwide	299.1	299.1	901.4	861.9
6	Grey Advertising	269.3	213.8	1,358.0	1,221.9
7	BBDO Worldwide	251.3	218.4	1,872.8	1,701.7
8	DDB Needham Worldwide	236.8	228.6	1,613.7	1,682.5
9	Bozell, Jacobs, Kenyon & Eckhardt	226.1	257.5	1,125.0	1,030.0
10	Leo Burnett Co.	163.9	150.0	1,361.6	1,269.9

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

Lost: The agency did not report accounts lost

Officers

Les Towne, ceo; Bill Silverstein, chmn, creative dir; Steve Rotter, president; Binnie Levin, sr vp, comptroller; Amy Weltman, sr vp-acct svcs; Linda Wittenberg, sr vp-tv production

Phone: (212) 557-5570

Tracy-Locke

RANK 32

Dallas

($ in millions)

Worldwide	1986	1985	% chg
Gross income	46.2	40.0	15.5
Billings	316.5	272.3	16.2

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	234.5	211.9	10.7
Materials & services	44.8	38.2	17.5
Capitalized fees	37.2	22.3	66.9

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	23.8	12.7	87.4
Magazine	11.8	8.5	38.8
Radio	40.6	36.0	12.8
Network TV	32.0	31.8	0.6
Spot TV	134.3	110.3	21.8
Cable TV	2.5	2.1	19.0
Outdoor	3.6	4.2	(14.3)
Bus. papers	0.6	2.1	(71.4)
Point of sale	1.0	2.1	(52.4)
Yellow Pages	0.3	—	—
Direct mail	3.1	2.1	47.6
Free-standing inserts	0.5	—	—

Workforce

	1986	1985	% chg
Worldwide	604	587	2.9
U.S.	604	587	2.9

1986 billings by major office

($ in millions)	City	Billings
Geographic Marketing	Philadelphia	16.2
Tracy-Locke	Los Angeles	62.8
Tracy-Locke	Denver	27.8
Tracy-Locke	Dallas	208.2
Tracy-Locke Promo.	Dallas	1.5

Annual review

A wide ranging client base and location of offices in different geographic regions has helped prevent billings declines in the face of depressed economic conditions in the Southwest and West. Credit for 1986 billing growth of $44.2 million was split between existing clients, notably Pepsi food service div., bottling div., and Taco Bell, and new clients, such as Curtis Mathes ($6.6 million) and McIlhenny. The potential value of annualized billings gains amounted to $16.8 million, while annualized billings declines amounted to $14 million with Labatts' Importers ($6.5 million) and Frontier Airlines ($3.5 million) accounting for the majority.

U.S. accounts

Gained: McIlhenny Co., Tabasco sauce; Curtis Mathes; Sunbelt Nursery Group; Vuarnet—France; HealthMark Centers; APT Managed Health Care Partnership

Lost: Frontier Airlines; CompuShop, Inc.; PACE Membership Warehouse; Labatts Importers

Officers

Dallas—Howard Davis, president-ceo & chmn; David Hudnall, cfo; Joey Cummings, exec vp, chief creative officer; Larry Spiegel, exec vp, dir-media svcs; Robert Largen, exec vp, dir-mktg planning & rsch; Lanny Houillion, sr vp, mgmt rep, genl mgr-promo mktg; Jim Wilson, Mike Rawlings, Linda Patston, Ron Askew, mgmt supers; Patrick Derby, sr vp, exec creative dir; Arthur Taylor, sr vp, creative svcs dir; Diane Fannon, Mark Choate, sr vps, sr creative dirs; John Seaton, sr vp, dir-broadcast production; Judy Miller, sr vp, media buying dir; Penny Plueckhahn, sr vp, dir-operations & svcs; Bruce Orr, Ken Runkel, Ed Westbury, Norman Teich, mgmt supers. Jean Farinelli, president, pr; David Kubes, president Tracy-Locke Direct; Steve Smith, vp, exec creative dir-promo mktg; Mel Korn, president-geographic mktg group; Margaret Dembowczyk, exec vp, coo-geographic mktg group. Denver—Garry Mitchell, president. Los Angeles—Ted Burnett, president.

Phone: (214) 969-9000

Venet Advertising

RANK 98

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	10.4	9.5	9.6
Billings	69.1	63.0	9.6

U.S. billings

($ in millions)	1986	1985	% chg
Media	22.7	—	—
Materials & services	8.9	—	—
Capitalized fees	33.9	—	—

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	5.2	—	—
Magazine	4.5	—	—
Radio	7.3	—	—
Spot TV	9.3	—	—
Outdoor	0.1	—	—
Bus. papers	0.6	—	—
Yellow Pages	1.7	—	—

Workforce

	1986	1985	% chg
Worldwide	140	135	3.7
U.S.	140	135	3.7

Offices

Worldwide: 1; U.S.: 1

Annual review

A new entrant to the top 100 agencies by worldwide income, Venet was acquired by Graphics Media, Fairfield, N.J., in August. Strategically, the merger will allow the agency to provide more integrative services to its clients. Venet's largest client is Pathmark, a division of Supermarket General.

Officers

Zal Venet, chmn & president; George A. Coscia, president-New Jersey; Murray Skarnik, exec vp-New York; Rona Siegel, vp, gen mgr-media div; Jack Maged, sr vp-New York; Saul Margulies, treasurer; Dotty Stofik, secretary

Phone: (212) 489-6700

Warwick Advertising

RANK 55

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	20.7	21.0	(1.4)
Billings	138.0	140.0	(1.4)

U.S. billings

($ in millions)	1986	1985	% chg
Media	97.2	92.2	5.4
Materials & services	7.4	7.8	(5.1)
Capitalized fees	33.4	40.0	(16.5)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	5.5	11.2	(50.7)
Magazine	33.1	51.8	(36.1)
Radio	6.9	5.6	23.2
Outdoor	1.4	7.0	(80.3)
Bus. papers	2.8	5.6	(50.7)

Workforce

	1986	1985	% chg
Worldwide	190	202	(5.9)
U.S.	190	202	(5.9)

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	City	Billings
Chapman/Warwick	San Diego	6.0
Warwick	New York	132.0

Annual review

The loss in January, 1986, of the $25 million Seagrams account held at the agency for 46 years particularly drew a pallor over 1986, but the future brightened up as the agency gained a potential $23 million in annualized billings, the majority of which came from Joseph Victori Wines. Existing clients, Jockey and Sandoz agricultural products, are expected to sustain growth in 1987.

U.S. accounts

Gained: Joseph Victori Wines, Calvin Cooler wine coolers; Homequity, corp relocation; Rocco Enterprises, Shady Brook Farms Turkey, new prods; Sterling Drugs, Bronkaid

Lost: Seagrams, corp adv, Leroux Cordials.

Officers

John P. Warwick, chmn; Wilder D. Baker, president-ceo; Robert J. Fiore, vice chmn, chief creative officer; Michael J. Mangano, Jerry Prestomburgo, exec vps, creative dirs; James R. Driscoll, D. Kyle Felt, exec vps, group mgmt supers; John J. Meskil, exec vp-media & admin; Sean Driscoll, group sr vp, group mgmt super; Alden R. Ludlow, III, group sr vp, mgr-creative svcs; Gerald Gross, sr vp, assoc creative dir; Walker Berwick, Peter L. Black, Marshall Dickman, Joseph G. Friel Jr., Michael M. Graham, Andrew H. Mockler, Bradford L. Moses, John D. Sloan, sr vps, mgmt supers; Ronald S. Fierman, sr vp, cfo; Susan Small-Weil, sr vp, strategic planning dir; William R. Christgau Jr., sr vp-corp affairs; Susan E. Donovan, sr vp, personnel dir; Madeline Lewis, sr vp, dir-corp devel, mgmt super

Phone: (212) 751-4700

Tucker Wayne & Co.

RANK 86

Atlanta

($ in millions)

Worldwide	1986	1985	% chg
Gross income	12.1	10.6	13.5
Billings	82.3	71.6	15.1

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	62.4	54.5	14.6
Materials & services	7.0	6.9	1.1
Capitalized fees	12.9	10.2	26.9

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	8.3	9.0	(8.4)
Magazine	14.3	12.6	13.0
Supplements	0.0	0.0	584.1
Radio	12.3	8.4	45.5
Network TV	0.7	1.2	(39.2)
Spot TV	41.4	36.6	13.2
Outdoor	1.9	1.1	70.0
Direct mail	0.2	0.1	149.5

Workforce

	1986	1985	% chg
Worldwide	124	121	2.5
U.S.	124	121	2.5

Offices

Worldwide: 1; U.S.: 1

Annual review

Tucker Wayne experienced a growth of $10,788,500 in billings in 1986, influenced largely by the addition of new client, Sun Banks of Florida, part of Sun-Trust holding company. TW Direct, the direct marketing division founded in 1985, continued to add personnel and billings. Comments an agency official: "The creative side is undergoing expansion and we're going back to the basics of advertising."

U.S. accounts

Gained: Sun Banks of Florida; Reynolds Metals, Cut-Rite Wax Paper

Lost: Conwood Co., L.P.

Officers

Matthew Connor, chmn, treasurer; C. Knox Massey Jr., president; Sidney L. Smith, exec vp, secretary

Phone: (404) 521-7600

Weightman Group

RANK 80

Philadelphia

($ in millions)

Worldwide	1986	1985	% chg
Gross income	13.0	11.6	11.9
Billings	86.0	80.1	7.3

☑

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	6.0	8.0	(24.9)
Magazine	12.9	11.2	15.0
Radio	10.3	9.6	7.3
Outdoor	0.9	0.8	7.3
Bus. papers	11.2	12.0	(7.0)
Yellow Pages	0.4	0.8	(46.3)
Direct mail	3.4	3.2	7.3
Free-standing inserts	0.4	0.8	(46.3)

Workforce

	1986	1985	% chg
Worldwide	220	195	12.8
U.S.	220	195	12.8

Offices

Worldwide: 3; U.S.: 3

1986 billings by major office

($ in millions)	City	Billings
Roska Direct Marketing	N. Wales, Pa.	6.0
Schaefer Advertising	Valley Forge	26.0
Weightman, Inc.	Philadelphia	54.0

Annual review

In January, 1986, Weightman purchased Schaefer Advertising, Valley Forge, Pa. whose numbers are included in the 1985 figures for comparative purposes. Existing clients contributed 66.7% of the 1986 billings growth while new clients added the rest. The group gained a potential $8 million in annualized billings with Wendy's International, eastern div, accounting for the majority, while declines in annualized billings amounted to $1 million.

The group expects billings growth trends to continue in 1987, led by new product introductions for existing clients. It also expects a boost in activity on the research side from newly formed Weightman Research, designed to service existing and outside clients. Paul Strasser is this fifth operating unit's president.

U.S. accounts

Gained: Weightman, Inc.: Wendy's International, eastern div, Schaefer Adv: Beverly Enterprises; Security Savings & Loan; Berwind Corp., Breyer Estates; Bell Atlantic; Du Pont. Roska Direct Marketing: PSFS Business Banking; Craftmatic; Blue Cross & Blue Shield Assns., Greater Philadelphia; CertainTeed Corp; ADP; Fashion Bug; Cigna.

Lost: Weightman, Inc.: None. Schaefer Adv: Ebeling & Reuss; Edpac; Roach Brothers. Roska Direct Marketing: None

Officers

Weightman Group: Charles Coffey, chmn, ceo; John C. Goodchild, president, coo; Dave Jordan, vice chmn, cfo.; Neil Harrison, sr vp, exec media dir; Paul Strasser, vp, dir mktg rsch; Ralph P. Day, vp, dir of strategic and new prods planning; George Corrigan, vp, business devel. Weightman, Inc: John C. Goodchild, president; H. John Burke, sr vp, dir client scvs; Paul Burger, Harry M. Gwyn, Mark Plamondon, Douglas Schores, sr vps, mgmt supers; William Lunsford, sr vp, creative dir. Schaefer Adv: A.O. Schaefer Jr., president; Charles Ferrare, exec vp; Thomas F. O'Neill, sr vp, dir client scvs; Jon Clinch, creative dir. Roska Direct Marketing: Jon Roska, president; Steve Emory, sr vp-mkgt. Weightman Schaefer PR: Dave Jordan, president; Jim Bruno, exec vp

Phone: (215) 561-6100

Wells, Rich, Greene

RANK 18

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	99.7	97.2	2.6
Billings	665.2	648.1	2.6

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	73.2	77.8	(5.9)
Magazine	86.5	58.3	48.4
Supplements	—	6.5	—
Radio	46.6	38.9	19.8
Network TV	272.7	359.2	(24.1)
Spot TV	152.9	149.1	2.5
Cable TV	—	19.4	—
Outdoor	33.3	38.9	(14.4)

Workforce

	1986	1985	% chg
Worldwide	852	888	(4.1)
U.S.	852	888	(4.1)

Offices

Worldwide: 5; U.S.: 5

1986 billings by major office

($ in millions)	City	Billings
Gardner Advertising	St. Louis	121.0
Wells, Rich, Greene	Los Angeles	44.2
Wells, Rich, Greene	New York	420.0
Wells, Rich, Greene	Chicago	46.0
Wells, Rich, Greene	Detroit	34.0

Annual review

For the second year in a row, WRG had a modest billings increase and continued management reshuffling. The agency was hurt by some belt tighting at existing clients who accounted for 80% of year-to-year billings growth while new clients pitched in the remainder. WRG expects 1987 billings to show more movement because of the creation of a new Image Group division in N.Y. and from the potential $100 million in annualized billings gained during 1986 against declines of $30 million. The largest annualized gains came from Cadbury-Schweppes, estimated at $60 million, and Richardson-Vick's, $30 million, while the largest losses came from Purolator Courier, $12 million and *National Enquirer*, $9.2 million. The Image Group has been credited with saving the Philip Morris Benson & Hedges accounts and attracting the Warnaco business.

U.S. accounts

Gained: Richardson-Vick's, Oil of Olay prods; Cadbury Schweppes, Canada Dry, Sunkist, Peter Paul, York, Cadbury, Holland House, Rose's; Procter & Gamble, Citrus Hill Plus Calcium, Pringle's Butter & Herb; Warnaco, Pringle of Scotland, Lady Hathaway, Geoffrey Beene, Warnaco Corp, Olga Co.; Pan Am World Airways, Pan Am Shuttle; Continental Baking, Bread du Jour

Lost: Purolator Courier; *National Enquirer*

Officers

Wells, Rich, Greene: Mary Wells Lawrence, chmn-ceo; Charles Moss, vice chmn, chief creative officer; William Benton, vice chmn-international; Frederick L. Jacobs, vice chmn, secretary; Katherine Durham, sr vp-admin; Richard Freedman, sr vp-finance, asst treasurer; Stanley Haspel, sr vp-legal, asst secretary; Tom Fagan, sr vp-finance, treasurer; Phyllis Wagner, Ely Drogin, sr vps. Wells, Rich, Greene/Worldwide: Kenneth Olshan, chmn; Kelly O'Neill, president-Gardner Advertising; William Luceno, president; Richard Hopple, president-WRG/East, New York, Detroit; Hank Aneiro, sr vp, promo planning dir; Robert Geis, sr vp, corp media dir; Richard Cohen, sr vp, corp rsch dir; Paul Schulman, sr vp-tv production, creative mgr; Lewis Wechsler, sr vp, dir-network tv. Wells, Rich, Greene, New York: Richard Hopple, president; James Aaby, John H. Costello, Bill Mullen, Andre van Stom, Nancy Vaughan, Jim Weinstein, exec vps. Joel Benay, Jay Dixson Byrne, Ila Clarkson, Giff Crosby, Joanne Davis, Jayne Eastman, Martin Grant, Alex Hillenbrand, Bruce Kelley, Eileen McKenna, Vincent Minicucci, Robert E. Moehl, Herb Passberger, Frank

Sampogna, Harold Singer, Yolan Toro, Arnold Weinrib, Michael Wolff, sr vps. Wells, Rich, Greene/Image Group: Ron Albrecht, Marcia Bell Grace, Chris Hansen, William Yamada, exec vps. WRG/Image Group/Polo Group: Sandy Carlson, exec vp; Donald Sterzin, sr vp. Wells, Rich, Greene, Damon: Chuck Damon, president. Wells, Rich, Greene, Detroit: Jim Lawrence, sr vp, mng dir. Wells, Rich, Greene, Chicago: Larry Singer, president; Stanley Flaum, sr vp. Wells, Rich, Greene, West: Larry Olshan, president. Gardner Advertising: Kelly O'Neill, president; John R. Fox, William A. Lahrmann Jr., James L. Perabo, William H. Tylser Jr., exec vps; Robert Eckert, Karen Card, sr vps. Advancers: Donald A. Stork, president. Rose Busalacki, Charles Haines, Gordon Hendry, John Marlow, Joe Rousseau, Fred Webber, sr vps. Paul Schulman Co.: Paul Schulman, president

Phone: (212) 303-5000

Wunderman Ricotta & Kline

RANK
29

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	49.1	35.3	39.1
Billings	327.5	235.6	39.0
U.S.	**1986**	**1985**	**% chg**
Gross income	33.7	26.3	27.8
Billings	224.5	175.7	27.8

☑

Billings by media

($ in millions)	1986	1985	% chg
Direct mail	54.8	52.7	3.9
Dir. resp. TV	70.0	43.9	59.5
Dir. resp. newsp.	32.5	28.1	15.7
Dir. resp. mag.	67.4	43.9	53.3

Workforce

	1986	1985	% chg
Worldwide	698	545	28.1
U.S.	404	355	13.8

Offices

Worldwide: 17; U.S.: 4

1986 billings by major office

($ in millions)	City	Billings
WR&K	Detroit	20.0
WR&K	New York	204.5

Annual review

Existing clients accounted for 80% of the year-to-year billings growth at this Y&R subsidiary, while new clients added the rest. Overseas, billings of this direct marketing agency skyrocketed an estimated 72%, which the agency credits to currency gains, a greater acceptance in Europe of direct marketing, and the establishment of three new offices abroad. Overall, the agency gained a potential $50 million in annualized billings while losing only $2 million annualized. Significant new clients were American Express and U.S. Army recruitment. A more conservative billings growth is predicted for 1987, with domestic operations expanding at a rate of 10% and international operations at 20%, notes the agency.

U.S. accounts

The agency did not report accounts gained or lost in 1986.

Officers

Lester Wunderman, chmn; G. Steven Dapper, president-ceo; Michael Kilby, president-Europe; Stanley Stefanski, exec vp, cfo; William Butler, exec vp, creative dir; Polly Langbort, exec vp, media dir; Worthington Linen, exec vp, group acct dir; James Infantino, Lewis Dana, Paul Singer, sr vps, group creative dirs; Peter Rabar, Jerome Shereshewsky, Richard Stollenwerck, sr vps, group acct dirs; Joel Tucciarone, sr vp, strategic mktg dir; Pierre Passavant, sr vp-database devel

Phone: (212) 909-0234.

Wyse Advertising

RANK
85

Cleveland

($ in millions)

Worldwide	1986	1985	% chg
Gross income	12.1	10.6	14.3
Billings	87.5	87.4	0.2

☑

U.S. billings

($ in millions)	1986	1985	% chg
Media	53.0	49.9	6.1
Materials & services	9.4	8.6	8.6
Capitalized fees	25.2	28.8	(12.6)

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	11.4	12.5	(9.2)
Magazine	22.8	23.3	(2.4)
Radio	14.6	10.4	39.5
Network TV	5.3	13.2	(59.8)
Spot TV	18.0	16.8	7.1
Outdoor	0.9	0.7	34.0
Yellow Pages	6.3	5.6	12.2

Workforce

	1986	1985	% chg
Worldwide	173	185	(6.5)
U.S.	173	185	(6.5)

Offices

Worldwide: 2; U.S.: 2

1986 billings by major office

($ in millions)	City	Billings
Wyse Advertising	Cleveland	73.2
Wyse Advertising	New York	14.3

Annual review

Wyse's slim growth in billings is attributed to the teeter-totter effect caused by the growth of existing client Stouffer Hotel & Restaurants and new clients General Dynamics and Standard Oil balanced against the loss of Goodyear Tire & Rubber auto stores in 1984 and Rax Restaurants in 1985. The restructuring of certain service fees, however, has helped total gross income increase 15.1% from the year earlier. Bigger things are expected in 1987 because of the gain of Ohio Mattress, Sealy div, a potential $6 million client.

U.S. accounts

Gained: AT&T; Central Cadillac; General Electric; General Dynamics; Lincoln Electric; Sandridge Gormet Salads; Standard Oil; Workbench

Lost: Vitamaster, Allegheny International Exercise Co.; Maidenform; Snappy

Officers

Marc A. Wyse, chmn; Lois Wyse, president; James B. Rucker Jr., vice chmn; Evelyn M. Reisz, secretary, treasurer

Phone: (216) 696-2424

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by Advertising Age. *See story on Page 6.*

Young & Rubicam

RANK
1

New York

($ in millions)

Worldwide	1986	1985	% chg
Gross income	628.4	536.0	17.2
Billings	4,191.4	3,575.3	17.2
U.S.	**1986**	**1985**	**% chg**
Gross income	358.1	340.6	5.1
Billings	2,388.5	2,272.2	5.1

☑

Billings by media

($ in millions)	1986	1985	% chg
Newspaper	160.0	145.4	10.1
Magazine	329.6	338.5	(2.6)
Medical journ.	16.7	50.0	(66.6)
Radio	112.3	102.2	9.8
Network TV	857.5	774.8	10.7
Spot TV	504.0	50.0	908.3
Cable TV	97.9	52.3	87.4
Outdoor	14.3	25.0	(42.7)
Bus. papers	21.5	27.3	(21.2)
Farm publications	11.9	11.4	5.1
Transit	7.2	6.8	5.1
Yellow Pages	45.4	38.6	17.5
Direct mail	105.1	75.0	40.2
Dir. resp. TV	2.4	—	—
Dir. resp. radio	2.4	—	—
Dir. resp. newsp.	2.4	4.5	(47.4)
Dir. resp. mag.	2.4	4.5	(47.4)
Free-standing inserts	2.4	—	—

Workforce

	1986	1985	% chg
Worldwide	10,844	9,030	20.1
U.S.	4,949	4,611	7.3

Offices

Worldwide: 158; U.S.: 44

1986 billings by major office

($ in millions)	City	Billings
Burson Marsteller	New York	557.0
Cato Johnson	New York	40.0
Chapman/Stone	Chicago	96.9
CMF&Z	Iowa	71.9
DYR	NY/LA	65.6
HCM	Chicago	40.2
HCM	Los Angeles	11.2
HCM	Pittsburgh	2.8
HCM	Denver	0.1
HCM	New York	34.5
Hutchins	Rochester	60
Sive Associates	Cincinnati	38
Sudler & Hennessey	New York	124.0
WRK	Detroit	20.0
WRK	New York	204.5
Young & Rubicam	New York	794.6
Young & Rubicam	Detroit	182.0
Young & Rubicam	San Francisco	42.0
Young & Rubicam	Chicago	62.0
Zemp	St. Petersburg	N/A

Annual review

Riding the crest of the wave of clients leaving mega-merged shops for independent agencies with worldwide services and global resources, Y&R again this year posted top billings for the No. 1 position. U.S. billings rose a solid 5% from $2.27 billion in 1985 to $2.39 billion in 1986. The drop of the dollar and strong new business in Europe and Canada contributed to the 17.2% overall increase in billings from $3.58 billion in 1985 to $4.19 billion in 1986. New domestic clients who found a haven from merger-mania and assurance that Y&R intended to remain Y&R include Kodak ($18 million annualized), Heileman Beer ($15 million), TWA ($40 million), Warner-Lambert ($30 million), RJR ($50 million), Unisys ($50 million), and Pillsbury ($25 million). Overseas new accounts include the $40 million Ford account in Germany, the $15 million Kodak account in the U.K., as well as Kodak's $12 million account in Canada, and the $22 million British Gas account in the U.K. In November, just as insider trading deals were being exposed on Wall Street, Y&R and Paine Webber announced their new joint-venture, PaineWebber/Young & Rubicam Ventures, to aid companies in restructuring in line with consumer trends and a company's product capabilities. The move signals the innovative ideas that are sparking at Y&R at a time when ad agencies are looking toward long-term survival. Figures for Y&R subsidiaries are Ad Age estimates based on information gathered from a variety of sources. In December, Y&R and the *New York Daily News* entered into an agreement for an 18-month test of negotiating special rates for national package goods advertisers, to try to cut the differential between retail and national newspaper ad rates.

U.S. accounts

Gained: Kodak, videotape, electronics, cameras; American Home Products Boyle-Midway div, Pam, Wizard, Armstrong; Montgomery Ward; Heileman Beer; TWA; Colgate,

DOG FOOD

Both Simmons* and MRI* confirm it. Woman's World gives you a greater percentage of women who are the heaviest buyers of dog food—greater than the Seven Sisters. And in case Fido's still hungry, Woman's World's numbers for dog biscuits and treats are just as good. Ready to be the client's pet? Call us at 212-953-3344.

*1986 SMRB, Fall 1986 MRI

Woman's World THE WOMAN'S WEEKLY

Unique every week

Top 10 agencies in network TV billings

Rank	Agency	Network TV billings 1986	Network TV billings 1985	U.S. billings 1986	U.S. billings 1985
1	J. Walter Thompson Co.	$618.0	$570.6	$1,732.1	$1,672.9
2	Young & Rubicam	596.9	567.1	1,832.0	1,797.0
3	Leo Burnett Co.	591.9	550.2	1,361.6	1,269.9
4	D'Arcy Masius Benton & Bowles	566.0	570.7	1,217.2	1,268.1
5	Grey Advertising	534.7	623.2	1,358.0	1,221.9
6	Foote, Cone & Belding Communications	465.6	443.5	1,616.7	1,430.7
7	DDB Needham Worldwide	429.5	439.2	1,613.7	1,682.5
8	Ogilvy & Mather Worldwide	376.0	442.0	1,425.3	1,420.4
9	Ted Bates Worldwide	355.7	450.9	1,784.6	1,810.1
10	DFS Dorland Worldwide	334.3	307.7	901.4	861.9

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

toothpaste; Warner-Lambert, Rolaids, Remegel, Efferdent, Mediquell; RJR, More, Now; Uniroyal Dealers Assn.; Michigan AAA; Unisys; Hertz Car Sales; Pillsbury, cakes, frostings, microwave, toaster prods; Kraft, mayonnaise, Polly-O, jams, jellies

Lost: Merrill Lynch; Cadbury U.S.A.; American Greeting Cards; Richardson-Vicks, Oil of Olay, Vicks 44, Tempo

Foreign accounts

Gained: Ford—Germany; Kodak—Canada, U.K.; Toys 'R' Us—U.K.; British Gas—U.K.; Colgate toothpaste, Standa—Italy; Legal & General Ltd.—U.K.; Canada Dry—Canada

Lost: None

Officers

Alexander S. Kroll, chmn-ceo, Y&R; Harold Burson, chmn-ceo, Burson-Marsteller; Alexander Brody, president-ceo, DYR Worldwide; Peter A. Georgescu, exec vp, president-Y&R Advertising; R. John Cooper, exec vp, genl counsel, secretary-Y&R; Roger Craton, exec vp, cfo-Y&R; Joseph De Deo, exec vp, president-Y&R, Europe; James H. Dowling, exec vp, president, Burson-Marsteller; Roby Harrington, exec vp, chmn-major national mkts, national group & specialty cos., U.S.A.; Arthur R. Klein, exec vp, president-coo, direct mktg group, mng dir-Y&R, New York; John P. McGarry Jr., exec vp, chmn-client svcs worldwide, president-Y&R, New York; Lester Wunderman, exec vp, chmn-Wunderman, Ricotta & Kline; James McCoubrey, exec vp, area dir-Canada, Austria, Africa

Phone: (212) 210-3000.☑

The Ad Age 500, agencies 101 to 500

Profiles on U.S. agencies below No. 100 follow in alphabetical order. These agencies are listed numerically in the tables beginning on Page 8. Most provided verifiable data, however, a few miscalculated AD AGE's terminology for gross income or did not supply gross income. In those cases, editors supplied "estimates." Totals from the leading 400 of these agencies, are consolidated into statistics for the AD AGE 500. An index to agency profiles begins on Page 138.

Abelson-Taylor, Chicago, reported gross income of $4,047,902 in 1986 on billings of $33,637,949. In 1985, it reported gross income of $2,588,466 on billings of $21,917,440.

The agency's 1986 U.S. volume consisted of $2,946,647 in media, $3,691,796 in materials and services and $26,999,506 in capitalized fees. Its 1985 U.S. volume consisted of $2,451,523 in media, $2,200,849 in materials and services and $17,265,068 in capitalized fees.

In 1986, the agency gained: Damon Biotech; Dental Network of America; Mediflex Hospital Products; VHA Enterprises; Raytheon Medical Systems; Rydelle Labs, div of S.C. Johnson; Travacare, Travenol Respiratory Therapy. It lost: Meridian Instruments; Facelifters.

Billings breakdown by media: Newspapers 0.2%, magazines 1.1%, medical journals 43.5%, radio 1.1%, spot tv 0.6%, outdoor 0.2%, point of sale 5.3%, direct mail 40%.

Top execs: Marvin Abelson, chmn; Dale Taylor, president; Frank Catania, sr vp-creative svcs; Robert McCormick, sr vp; Fred Fitzsimmons, president—Abelson Taylor Fitzsimmons. Employees: 53, up from 42.

Phone: (312) 781-1700. ☑

Ackerman Advertising Communications, Glen Head, N.Y., reported gross income of $2,750,000 in 1986 on billings of $19,537,300. In 1985, it reported gross income of $1,900,000 on billings of $14,036,150.

The agency's 1986 U.S. volume consisted of $9,500,000 in media, $2,100,000 in materials and services and $7,937,300 in capitalized fees. Its 1985 U.S. volume consisted of $6,800,000 in media, $1,600,000 in materials and services and $5,636,150 in capitalized fees.

In 1986, the agency gained: Community Hospital; Spirit of America Government Fund; Unlisted Market Services Corp.

Billings breakdown by media: Newspapers 23.6%, magazines 6.7%, radio 21.7%, spot tv 12.3%, business papers 3.1%, transit 0.5%, point of sale 1.1%, direct mail 7.3%, catalogs 1.6%, freestanding inserts 11.3%, other 10.9%.

Top execs: Skip Ackerman, president; Ruth Haltman, sr vp; Debra Callahan, Robert Horan, vps, acct supers. Employees: 36.

Phone: (516) 759-3000. ☑

Ackerman, Hood & McQueen, Oklahoma City, reported gross income of $9,130,100 in 1986 on billings of $63,267,547. Ackerman & McQueen merged with Hood, Hope & Associates, Tulsa, in 1986. In 1985, the two companies had combined gross income of $8,042,071 on billings of $55,420,589.

The agency's 1986 U.S. volume consisted of $25,851,261 in media, $7,155,263 in materials and services and $30,261,023 in capitalized fees. U.S. volume for the two agencies in 1985 consisted of $24,921,835 in media, $5,382,682 in materials and services and $25,116,072 in capitalized fees.

In 1986, the agency gained: Food & Wines from France, Canadian div; Kearney & Trecker Corp., machine tools & factory automation systems; Fitz & Floyd, dinnerware, giftware & access.; Brunswick Corp., Brunswick div., bowling & billiard prods; Pizza Hut, Arkansas; National Rifle Assn., pr div. It lost: Sheraton Hotels, regional.

Billings breakdown by media: Newspapers 14%, magazines 34%, radio 8%, spot tv 32%, cable tv 1%, outdoor 2%, business papers 9%.

Top execs: Ray Ackerman, chmn-exec committee; Charles H. Hood, chmn; Angus McQueen, president; B.E. Fick, Bruce Anderson, Jim Roberts, exec vps; William F. Winkler, cfo; Peggy Howard, Jeff Nauser, Patti Weinbrenner, J.B. Bowers, Debby Johnson, Gail Daniels, Bill Hinkle, Bob Callaway, sr vps. Employees: 154 in 4 offices.

Phone: (405) 843-7777. ☑

Adair Associates/Advertising, Atlanta, reported gross income of $1,254,521 in 1986 on billings of $6,315,099. In 1985, it reported gross income of $1,028,614 on billings of $5,146,603.

The agency's 1986 U.S. volume consisted of $338,708 in media, $2,636,462 in materials and services and $3,339,929 in capitalized fees. Its 1985 U.S. volume consisted of $35,860 in media, $2,347,876 in materials and services and $2,762,867 in capitalized fees.

In 1986, the agency gained: China Chasers, finders of obsolete patterns; United Support Services, housekeeping services; White Electrical, contractors. It lost: Kwik Kopy Printers.

Billings breakdown by media: Newspapers 6.7%, magazines 4.2%, medical journals 12.9%, radio 6.8%, spot tv 44.9%, outdoor 18%, direct mail 0.5%, catalogs 6%.

Top execs: William M. Adair, president; Warren E. Greene, exec vp. Employees: 18.

Phone: (404) 351-8424. ☑

Adams, Rickard & Mason, Glastonbury, Conn., reported gross income of $1,520,000 in 1986 on billings of $10,138,400. In 1985, it reported gross income of $1,407,650 on billings of $9,389,025.

The agency's 1986 U.S. volume consisted of $1,958,000 in media, $256,400 in materials and services and $10,138,400 in capitalized fees. Its 1985 U.S. volume consisted of $1,869,630 in media, $211,350 in materials and services and $7,308,045 in capitalized fees.

In 1986, the agency gained: Derby Savings Bank; Morganti; Urbco. It lost: Connecticut Innkeepers; Simon Konover & Associates; Computech Corp.

Billings breakdown by media: Newspapers 15%, magazines 19%, supplements 1%, radio 5%, outdoor 2%, business papers 48%, yellow pages 7%, direct mail 3%.

Top exec: Frederick C. Adams, ceo. Employees: 31.

Phone: (203) 659-1311. ☑

Adelante Advertising, New York, reported gross income of $902,500 in 1986 on billings of $6,017,300. In 1985, it reported gross income of $905,000 on billings of $6,033,950.

The agency's 1986 U.S. volume consisted of $4,000,000 in media, $750,000 in materials and services and $1,267,300 in capitalized fees. Its 1985 U.S. volume consisted of $4,100,000 in media, $700,000 in materials and services and $1,233,950 in capitalized fees.

In 1986, the agency gained: Remy Martin Cognac. It lost: Heinz Instant Baby Foods.

Billings breakdown by media: Newspapers 5%, magazines 5%, radio 35%, spot tv 20%, outdoor 15%, transit 10%, point of sale 5%, direct mail 5%.

Top execs: Seymour Davis, president; Herb Fried, David Krieger, exec vps; Mary Baroutakis, dir, Spanish mktg svcs. Employees: 15.

Phone: (212) 696-0855. ☑

Ad Hoc Marketing Resources, New York, had estimated gross income of $1,210,000 in 1986 on billings of $7,940,000. In 1985, it had estimated gross income of $1,209,900 on billings of $7,937,000.

The agency did not break out billings.

In 1986, the agency gained: Bank of New York (Delaware); Comp-U-Corp. It lost: Sears Discover Card Savings, regional.

The agency did not break out billings by media.

Top execs: Karen Hockman, president; Philip Carlson, sr vp; Lucille Guardalla, creative dir. Employees: 15.

Phone: (212) 947-7100.

Adler, Schwartz, Englewood Cliffs, N.J., reported gross income of $1,194,904 in 1986 on billings of $8,018,048. In 1985, it reported gross income of $1,115,533 on billings of $7,350,916.

The agency's 1986 U.S. volume consisted of $276,223 in media, $752,825 in materials and services and $6,989,000 in capitalized fees. Its 1985 U.S. volume consisted of $288,649 in media, $537,000 in materials and services and $6,525,267 in capitalized fees.

In 1986, the agency gained: Bellemead Development Corp., div of Chubb, Inc.; Paquet Oneida, flexible pkg converters; Stillman Automotive, new and used car dealer; Swingline, Inc., office prods. It lost: Essex Specialty Products; Sansui Electronics; Seals Communications.

Billings breakdown by media: Newspapers 15%, magazines 15%, radio 5%, point of sale 20%, direct mail 10%, catalogs 35%.

Top execs: Peter Adler, president; George E. Lynn, vp-mktg; Judith M. Donovan, Laura Eisenman, Jan Kraner, vps. Employees: 20.

Phone: (201) 461-8450. ☑

Ad-Pro, Sycamore, Ill., reported gross income of $462,000 in 1986 on billings of $3,108,400. In 1985, it reported gross income of $355,400 on billings of $2,390,500.

The agency's 1986 U.S. volume consisted of $210,000 in media, $526,500 in materials and services and $2,371,900 in capitalized fees. Its 1985 U.S. volume consisted of $226,100 in media, $278,800 in materials and services and $1,885,600 in capitalized fees.

In 1986, the agency gained: Nordic Controls Co, electric motor controls; Oak Switch Systems, switches, solinoids, keyboards; Great Plains Products, landscape/garden supply lines. It lost: Falls Products, Sycamore Lawn Mowers.

Billings breakdown by media: newspapers 0.9%, magazines 8.3%, point of sale 6.2%, yellow pages 0.6%, direct mail 2.4%, catalogs 81.6%.

Top execs: Diana L. Leifheit, principal, president; Robbie R. Robbins, Robert E. Meierhans, principals. Employees: 10.

Phone: (815) 895-2000. ☑

Advertising Works, Honolulu, reported gross income of $2,400,000 in 1986 on billings of $16,000,000. In 1985, it reported gross income of $2,000,000 on billings of $13,500,000.

The agency did not report a billings breakout out billings by media.

In 1986 the agency gained: The Beijing Palace Hotel; Territorial Savings & Loan; Honolulu Cellular Telephone; Maui Molokai Club Lanai; State of Hawaii Department of Agriculture; Manila Hotel; Otaka Inc.; Pacific Asia Travel Association; Pineapple Hill Resort.

Top execs: Darrel Kloninger, president; Carol Apiki, vp; Jerry Keller, mng dir. Employees: 35 in 2 offices.

Phone: (808) 955-4416. ☑

Advertising Works, Honolulu, reported gross income of $2,400,000 in 1986 on billings of $16,000,000. In 1985, it reported gross income of $2,000,000 on billings of $13,500,000.

The agency did not break out its billings volume or break out billings by media.

Top execs: Darrel Kloninger, president; Carol Apiki, vp; Jerry Keller, mng dir. Employees: 35 in two offices.

Phone: (808) 955-4416. ☑

A.I.M. Inc., Foster City, Calif., reported gross income of $354,000 in 1986 on billings of $1,542,672. In 1985, it reported gross income of $303,380 on billings of $1,075,620.

The agency's 1986 U.S. volume consisted of $1,227,000 in media and $315,672 in materials and services. Its 1985 U.S. volume consisted of $848,000 in media and $227,620 in materials and services.

In 1986, the agency gained: Ames Taping Tool Systems; Boardwalk Motor Car Group; Hotel Sofitel; Major Lines of California, kitchen cabinetry. It lost: Autohaus Brugger, automotive; EPI-Center, environmental engineering.

Billings breakdown by media: Newspapers 33.9%, magazines 12.9%, radio 27.2%, spot tv 22.7%, direct mail 3.3%.

Top execs: James H. Fieler, president; Ed Macaulay, exec vp; Margaret Fieler, vp. Employees: 7.

Phone: (415) 349-5555. ☑

Alexander Marketing Services, Grand Rapids, Mich., reported gross income of $2,539,000 in 1986 on billings of $16,935,000. In 1985, it reported gross income of $2,700,200 on billings of $18,010,300.

The agency's U.S. volume was all in capitalized fees for both years.

In 1986, the agency gained: Warman International, centrifugal pumps; Gast Manufacturing, air motors and vacuum pumps. It lost: Amoco; Penberthy Houdaille, gauges and instruments.

The agency did not break out billings by media.

Top execs: James S. Alexander, president; Robert C. Milroy, exec vp; Richard N. Hill, vp, secretary, treasurer; Lloyd W. Dunlap, vp, Chicago mgr; Howard H. Rice, vp-pr. Employees: 38.

Phone: (616) 957-2000.

Altschiller Reitzfeld, New York, reported gross income of $10,095,000 in 1986 on billings of $67,300,000. In 1985, it reported gross income of $8,805,000 on billings of $58,700,000.

The agency's 1986 U.S. volume consisted of $49,700,000 in media, $5,600,000 in materials and services and $12,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $43,500,000 in media, $4,500,000 in materials and services and $10,700,000 in capitalized fees.

In 1986, the agency gained: Tultex Corp.; Los Angeles Hilton; Pasta & Cheese; Campari. It lost: Pioneer Electronics.

Billings breakdown by media: Newspapers 4%, magazines 20%, radio 6%, network tv 30%, spot tv 40%.

Top execs: David Altschiller, chmn-ceo; Robert Reitzfeld, vice chmn, creative dir; Steve Davis, president. Employees: 70.

Phone: (212) 586-1400. ☑

Anderson Communications Cos., Dallas, reported gross income of $3,736,495 in 1986 on billings of $25,737,906. In 1985, it reported gross income of $3,128,279 on billings of $21,670,165.

The agency's 1986 U.S. volume consisted of $5,407,513 in media, $1,264,478 in materials and services and $19,065,915 in capitalized fees. Its

1985 U.S. volume consisted of $6,608,494 in media, $1,680,737 in materials and services and $13,380,934 in capitalized fees.

Included in the agencies figures were returns from subsidaries:
- Anderson Video Productions
- Peterson & Co., design
- PrestonWord Typography, typesetting

In 1986, the agency gained: Family Medical Center; Mediplex; NAFAC; Encon; Sprecher & Schuh; Quazite; Uniroyal; Drake Univ; Iowa Trade Center; Party Pac Popcorn; Amdahl; Cigna Healthplan; Frito Lay; Pro-Staff Personal Services; Transport Insurance Co. It lost: Elder Oil Tools; Sun Exploration & Production, recruitment.

The agency did not breakout billings by media.

Top execs: Joe Anderson, chmn; Bert Fischel, president; Ron Jenkins, exec vp; Ken Benkstein, vp, genl mgr-Anderson Communications, Des Moines; Tom Prikryl, vp, genl mgr-Anderson Fischel, Houston; Lynne Treachler, vp, cfo; Bryan Peterson, president-Peterson Co.; Bobby Larson, vp, genl mgr-PrestonWord Typography. Employees: 68 in 4 offices.

Phone: (214) 233-8461. ☑

Warren Anderson Advertising & Public Relations, Davenport, Iowa, reported gross income of $1,216,336 in 1986 on billings of $8,108,824. In 1985, it reported gross income of $1,161,497 on billings of $7,743,719.

The agency's 1986 U.S. volume consisted of $1,266,620 in media, $483,114 in materials and services and $6,359,090 in capitalized fees. Its 1985 U.S. volume consisted of $944,212 in media, $725,327 in materials and services and $6,074,180 in capitalized fees.

In 1986, the agency gained: Americana Seeds; Fermenta Animal Health Co., livestock pharmaceuticals; Grinnell Mutual Reinsurance Co., FarMutual. It lost: American Institute of Commerce (AIC); Augustana College; Bank of Silvis; Diamond V Mills, mfr of yeast culture; Wyffels Hybrids.

Billings breakdown by media: Newspapers 4.8%, magazines 24.6%, radio 21.0%, network tv 23.4%, outdoor 2.2%, farm publications 22%, yellow pages 2%.

Top execs: Gerald D. Jacks, chmn-coo; David J. Hansen, president-ceo; Arlen Stensrud, exec vp. Employees: 30.

Phone: (319) 326-2596. ☑

Andrews/Mautner, Milwaukee, reported gross income of $1,577,916 in 1986 on billings of $11,490,807. In 1985, it reported gross income of $1,537,963 on billings of $11,153,592.

The agency's 1986 U.S. volume consisted of $4,073,125 in media, $1,722,836 in materials and services and $5,694,846 in capitalized fees. Its 1985 U.S. volume consisted of $3,748,379 in media, $1,924,234 in materials and services and $5,480,979 in capitalized fees.

In 1986, the agency gained: Flexible Steel Lacing; Pick Heaters; Products for Power; Tekra. It lost: N.A. Philips SMD Technology; Krones, Inc; Micro Design, Bell & Howell div; Thomas Industries, Power Air div; National Metal Fabricators.

Billings breakdown by media: Newspapers 1%, magazines 13%, business papers 61%, point of sale 1%, direct mail 5%, catalogs 13%, direct response magazines 1%, other 5%.

Top execs: Christopher M. Vernon, president; Kenneth W. Snyder, sr vp; Eugene Vogel, exec vp; Don Orlaska, chmn. Employees: 32 in 2 offices.

Phone: (414) 272-4482. ☑

Donald L. Arends Inc., Oak Brook, Ill., reported gross income of $1,422,000 in 1986 on billings of $9,485,000. In 1985, it reported gross income of $1,339,250 on billings of $8,932,800.

The agency's 1986 U.S. volume consisted of $2,561,000 in media, $5,191,000 in materials and services and $1,733,000 in capitalized fees. Its 1985 U.S. volume consisted of $2,402,000 in media, $4,931,000 in materials and services and $1,559,800 in capitalized fees.

In 1986, the agency gained: National Refractories & Minerals Corp; LPC, Inc., computer software for mailing industry. It lost: None.

Billings breakdown by media: Newspapers 5.1%, magazines 1.2%, radio 29.5%, spot tv 4.3%, business papers 51.4%, point of sale 1.4%, yellow pages 1.6%, direct mail 5.5%.

Top execs: Donald L. Arends, ceo; Robert K. Erickson, president. Employees: 23.

Phone: (312) 990-0220. ☑

Nelda Armstrong Advertising Agency, Lubbock, Texas, reported gross income of $91,010 in 1986 on billings of $701,809. In 1985, it reported gross income of $110,000 on billings of $889,480.

The agency's 1986 U.S. volume consisted of $512,455 in media, $31,922 in materials and services and $157,432 in capitalized fees. Its 1985 U.S. volume consisted of $607,200 in media, $55,500 in materials and services and $226,780 in capitalized fees.

In 1986, the agency gained: NTS Communications; Computer System Services; Dynasty, hair salon; Garden Sandwich Shoppe; Blue Chip Gifts. The agency did not report accounts gained in 1986.

Billings breakdown by media: Newspapers 19%, magazines 0.6%, radio 15.5%, network tv 25.4%, cable tv 1.1%, outdoor 1.7%, farm publications 0.4%, direct mail 1.3%, other 35%.

Top exec: Nelda Armstrong, president. Employees: 4.

Phone: (806) 765-6283.

Arnold & Co., Boston, reported gross income of $5,841,215 in 1986 on billings of $33,530,291. In 1985, it reported gross income of $7,279,412 on billings of $58,455,686.

The agency's 1986 U.S. volume consisted of $27,533,067 in media and $5,997,224 in capitalized fees. Its 1985 U.S. volume consisted of $47,597,253 in media and $10,858,433 in capitalized fees.

In 1986, the agency gained: Lowell Shoe; Legal Sea Foods; Keystone Foods; NAPA; Nasoya Foods; Pyramid Cos.; Venus Wafers; Wear Guard; Combined Jewish Philanthropies; Mass Restaurant Assn.; State of Maine State Development Office; WEZO, WNYR.

Billing breakdown by media: Newspapers 21%, radio 76%, outdoor 3%.

Top execs: Gerald T. Broderick, president, ceo; Paul Regan, sr vp, exec creative dir; Jos. Teixeira, sr vp, treasurer; Jos. Burnieika, Thomas Boggs, James Buckley, Cynthia Connelly, Dennis Bailen, Leonard Karsakov, Ronald Tomashkin, sr vp. Employees: 128 and five offices.

Phone: (617) 357-1900.

Noble Arnold & Associates, Schaumburg, Ill., had estimated gross income of $521,200 in 1986 on billings of $3,367,847. In 1985, it had estimated gross income of $483,800 on estimated billings of $3,124,480.

The agency's 1986 U.S. volume consisted of $449,912 in media, $610,115 in materials and services and $2,307,820 in capitalized fees. Its estimated 1985 U.S. volume consisted of $411,880 in media, $578,200 in materials and services and $2,134,400 in capitalized fees.

The agency did not report accounts gained and lost in 1986.

Billings breakdown by media: Magazines 65.8%, farm publications 3.2%, direct mail 18.8%, catalogs 12.2%.

Top execs: Noble Arnold, president; John Perkins, exec vp. Employees: 10.

Phone: (312) 882-8808.

Asher Agency, Fort Wayne, Ind., reported gross income of $482,000 in 1986 on billings of $2,788,734. In 1985, it reported gross income of

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Top 10 agencies in cable billings

		Cable billings		U.S. billings	
Rank	Agency	1986	1985	1986	1985
1	Young & Rubicam	$73.6	$39.6	$1,217.2	$1,268.1
2	Grey Advertising	24.5	36.7	1,358.0	1,221.9
3	Bozell, Jacobs, Kenyon & Eckhardt	23.6	21.6	1,125.0	1,030.0
4	DFS Dorland Worldwide	23.4	19.8	901.4	861.9
5	DDB Needham Worldwide	16.1	14.8	1,613.7	1,682.5
6	BBDO Worldwide	15.9	18.3	1,872.8	1,701.7
7	Ted Bates Worldwide	14.6	7.2	1,784.6	1,810.1
8	Leo Burnett Co.	14.4	0.0	1,361.6	1,269.9
9	Jordan, Manning, Case, Taylor	12.0	8.4	240.0	210.0
10	Ally Gargano/MCA Advertising	8.9	7.4	296.1	330.0

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

$448,000 on billings of $2,250,712.

The agency's 1986 U.S. volume consisted of $1,469,000 in media, $546,014 in materials and services and $773,720 in capitalized fees. Its 1985 U.S. volume consisted of $1,158,000 in media, $492,412 in materials and services and $600,300 in capitalized fees.

In 1986, the agency gained: National Mill Supply; National Mill Automotive; Whitley County Memorial Hospital; Ponderosa Co-op; Fort Wayne Nephrology; Burger King, Fort Wayne; Chemical Waste Management; Cardiology Consultants. It lost: Mid America Pontiac Dealers; Famous Recipe.

Billings breakdown by media: newspapers 9%, magazines 8%, radio 16%, spot tv 62%, cable tv 1%, outdoor 2%, yellow pages 2%.

Top execs: Timothy S. Borne, president; Thomas J. Price, sr vp. Employees: 9.

Phone: (219) 424-3373. ☑

Asher/Gould Advertising, Los Angeles, reported gross income of $7,856,000 in 1986 on billings of $51,000,000. In 1985, it reported gross income of $5,543,000 on billings of $36,000,000.

The agency's U.S. volume was all in capitalized for both years.

In 1986, the agency gained: Megaphone International; Desert Inn Hotel & Casino; Pearl Brewing Co. The agency did not report any accounts lost.

Billings breakdown by media: Newspapers 14.4%, magazines 5.2%, radio 25.8%, network tv 46.4%, outdoor 5.2%, transit adv 1.0%.

Top execs: Hal Asher, chmn; Morley Gould, president; Bruce Silverman, exec vp, creative dir; Ron Herman, exec vp, dir-acct svcs; Lee Leibman, vp-exec committee, promo dir; Trevor Goodman, vp-exec committee, group acct dir. Employees: 68.

Phone: (213) 931-4151.

Austin Kelley Advertising, had estimated gross income of $5,500,000 in 1986 on billings of $36,500,000. In 1985, it had estimated gross income of $5,100,000 on billings of $34,000,000.

The agency did not report a billings breakout for 1986 and 1985, accounts gained or lost for 1986 or a billings break out by media.

Top execs: Austin Kelley, chmn; Jeff Nixon, president. Employees: 83 in 2 offices.

Phone: (404) 396-6666.

Badalamenti Advertising Agency Ltd., Brooklyn, N.Y., reported estimated gross income of $2,000,000 in 1986 on estimated billings of $13,300,000. In 1985, it reported estimated gross income of $1,500,000 on billings of $10,000,000.

The agency did not break out volume by media billings, materials and services and capitalized fees for either 1986 or 1985. The agency, a full-service agency handling retail accounts, did not report clients gained or lost other than noting it had 575 clients, all local advertisers, at year-end 1986.

No billings breakdown by media was provided.

Top execs: Vince Badalamenti, president; Vincent J. Badalamenti, vp; Linda Marcot, gm. Employees: 20 in 2 offices.

Phone: (718) 236-0700.

Bader Rutter & Associates, Brookfield, Wis., reported gross income of $7,022,894 in 1986 on billings of $46,819,359. In 1985, it reported gross income of $6,524,593 on billings of $43,503,897.

The agency's 1986 U.S. volume consisted of $24,940,812 in media, $7,842,213 in materials and services and $14,036,334 in capitalized fees. Its 1985 U.S. volume consisted of $22,935,839 in media, $7,346,184 in materials and services and $13,221,874 in capitalized fees.

In 1986, the agency gained: American Breeders Service; DeForest; Cross & Trecker; Inland Buildings; LEWI-Systems; Beloit Corp; Cenex/Land O'Lakes Agricultural Services. It lost: St. Mary's Hospital, Milwaukee; Kearney & Trecker.

Billings breakdown by media: newspapers 8%, magazines 2%, radio 12%, spot tv 19%, outdoor 1%, business papers 19%, farm publications 32%, direct mail 4%, catalogs 3%.

Top execs: Ronald L. Bader, president; Richard S. Jensen, exec vp. Employees: 109.

Phone: (414) 784-7200. ☑

Bailey Lewis & Associates, Lincoln, Neb., reported gross income of $1,452,140 in 1986 on billings of $9,680,934. In 1985, it reported gross income of $1,460,613 on billings of $9,737,403.

The agency's 1986 U.S. volume consisted of $3,274,000 in media, $1,265,321 in materials and services and $5,141,613 in capitalized fees. Its 1985 U.S. volume consisted of $3,212,533 in media, $1,513,117 in materials and services and $5,011,753 in capitalized fees.

In 1986, the agency gained: BLN Investment Corp.; Gooch Foods, Food Service div.; Green Furnace & Plumbing Co.; KNEB FM Radio; Lincoln General Hospital; Metromail Corp., Fund Raising Services Group; National Bank of Commerce; NEBHELP, Inc.; Overland National Bank; Notifier Co.; Opera/Omaha; Project Family; Cizek Homes; First Employer Services; Northwestern Bell Phones; Folsom Children's Zoo. It lost: A&R Services, Ltd.; Dal-Worth Developers; Saunders Archery Co.; HMO Nebraska; Midlands Mall.

Billings breakdown by media: Newspapers 12.7%, magazines 11.5%, supplements 0.5%, radio 22.4%, spot tv 23.9%, cable tv 0.4%, outdoor 7.5%, business papers 7.6%, farm publications 3.7%, transit 0.5%, point of sale 0.5%, yellow pages 0.1%, direct mail 0.6%, direct response newspapers 0.6%, direct response magazines 6%, free-standing inserts 1.5%.

Top execs: Richard W. Bailey, chmn, ceo; Jim Lauerman, president-Lincoln Div; Tracy Zaiss, president-Omaha Div; George Meininger, sr exec vp-creative svcs; Ron Plageman, exec vp, cfo. Employees: 37 in 2 offices.

Phone: (402) 475-2800. ☑

Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich., reported gross income of $2,215,368 in 1986 on billings of $16,548,683. In 1985, it reported gross income of $1,897,281 on billings of $14,261,974.

The agency's 1986 U.S. volume consisted of $5,012,479 in media, $2,631,787 in materials and services and $8,904,417 in capitalized fees. Its 1985 U.S. volume consisted of $4,609,803 in media, $1,968,651 in materials and services and $7,683,520 in capitalized fees.

In 1986, the agency gained: Ladbroke DRC Racetrack; Michigan Dental Plan; Oakland County Parks; Sterling Engineered Products, decorative laminates. It lost: St. Joseph Mercy Hospital.

Billings breakdown by media: newspapers 14.7%, magazines 9.6%, radio 2.6%, spot tv 2.5%, outdoor 0.6%, point of sale 29.4%, yellow pages 1.3%, direct mail 13%, catalogs 22.8%, free-standing inserts 3.5%.

Top execs: Ernest W. Baker, Jr., chmn; Kathryn King, president; B.H. Cunningham, treasurer; Robert J. Cunningham, exec vp; John R. Ballantyne, sr vp. Employees: 41.

Phone: (313) 540-5400. ☑

Perry Ballard/Advertising, St. Joseph, Mich., reported gross income of $506,499 in 1986 on billings of $3,200,578. In 1985, it reported gross income of $360,964 on billings of $2,474,274.

The agency's 1986 U.S. volume consisted of $399,808 in media, $225,910 in materials and services and $2,574,860 in capitalized fees. Its 1985 U.S. volume consisted of $245,766 in media, $158,874 in materials and services and $2,069,634 in capitalized fees.

In 1986, the agency gained: MAC/Digitron, testing equipment; KitchenAid, special projects; FIBER-BOND, non-linear woven pads; Kirkhof, welding transformers; Home-Crest, cabinetry; Ohmite Manufacturing. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 19.1%, magazines 31.8%, radio 10.9%, spot tv 30.5%, outdoor 7.7%.

Top execs: Perry O. Ballard Jr., president & chmn; Annette Ballard, vp-media; James Dominello, vp-mktg; Nancy Rodell, genl mgr-technical div. Employees: 16.

Phone:(616) 983-0611. ☑

Barker Campbell & Farley, Virginia Beach, Va., reported gross income of $2,100,000 in 1986 on billings of $14,000,000. In 1985, it reported gross income of $1,573,429 on billings of $10,500,000.

The agency did not break out figures for 1986 and 1985 media, materials and services and capitalized fees.

In 1986, the agency gained: Virginia Federal Savings & Loan; South Carolina National Bank; Hampton General Hospital. It lost: *Virginian Pilot/Leogen Star Newspapers.*

Billings breakdown by media: Newspapers 30%, magazines 25%, radio 10%, spot tv 20%, outdoor 5%, farm publications 10%.

Top execs: Robert A. Barker, president; William T. Campbell, exec vp-creative, A. Palmer Farley, exec vp; Robert Stiffler, sr vp-agricultural; Richard S. Gearhart, vp, media dir; Sharon Brady, art dir. Employees: 30.

Phone: (804) 497-4811. ☑

Barnhart & Co., Denver, reported gross income of $2,765,955 in 1986 on billings of $19,232,353. In 1985, it reported gross income of $2,683,111 on billings of $17,896,350.

The agency's 1986 U.S. volume consisted of $5,166,038 in media, $2,498,665 in materials and services and $11,567,680 in capitalized fees. The agency did not report figures for 1985 media, materials and services and capitalized fees.

Billings breakdown by media: newspapers 7.7%, magazines 18.6%, radio 21.7%, network and spot tv 46.0%, outdoor 6.0%.

Top execs: Terry L. Barnhart, chmn; Bob Wolper, president. Gary Krauss, Nancy Haven, sr vps; Art Mahoney, Ginger MacIntyre, David H., vps. Employees: 41.

Phone: (303) 744-3211. ☑

Barnum Communications, New York, reported gross income of $4,852,000 in 1986 on billings of $40,450,100. In 1985, it reported gross income of $6,761,000 on billings of $45,072,000. Unlike 1986, figures in 1985 included returns from the Barnum Group, an association of six independent agencies.

The agency's 1986 U.S. volume consisted of $12,398,000 in media, $2,206,100 in materials and services and $25,846,000 in capitalized fees. Its 1985 U.S. volume, which includes figures from the Barnum Group, consisted of $18,930,500 in media, $4,056,500 in materials and services and $22,085,000 in capitalized fees.

In 1986, the agency gained: Bio-Technica Diagnostics; Travenol Laboratories. It lost: Boehringer Mannheim Diagnostics; Estee Corp.

Billings breakdown by media: Newspapers 4.6%, magazines 13.8%, medical journals 63.2%, radio 1.2%, network tv 3.4%, spot tv 4.6%, cable tv 1.2%, direct mail 8%.

Top execs: H.J. Barnum Jr., chmn; Dorothy M. Philips, president; Peter G. Neaman, Burton P. Pollack, Judith B. Smith, sr vps. Employees: 60.

Phone: (212) 221-7363.

Baron & Zaretsky Advertising, New York, reported gross income of $2,800,000 in 1986 on billings of $15,200,000. In 1985, it reported gross income of $1,987,500 on billings of $13,250,000.

The agency did not break out billings.

In 1986, the agency gained: M. Fortunoff, Backyard Store; Nielson Bainbridge, mfrs of matboard and frames; Hearst Woman Power, Hearst Magazine Group; Lucille Roberts, health spas.

Billings breakdown by media: Newspapers 30%, magazines 35%, radio 10%, spot tv 5%, business papers 20%.

Top execs: Ken Baron, president; Burton Zaretsky, vp. Employees: 23.

Phone: (212) 677-1747.

Battenberg, Fillhardt & Wright, San Jose, Calif., reported gross income of $1,597,932 in 1986 on billings of $11,812,846. In 1985, it reported gross income of $1,947,183 on billings of $13,047,598.

The agency's 1986 U.S. volume consisted of $4,766,015 in media, $857,978 in materials and services and $6,188,853 in capitalized fees. Its 1985 U.S. volume consisted of $6,552,227 in media, $1,097,280 in materials and services and $5,398,091 in capitalized fees.

In 1986, the agency gained: Newex, Inc., touchware controls. It lost: Wyse Technology, terminal mfr; Guerdon Industries, mfred housing.

Billings breakdown by media: Newspapers 4%, magazines 34%, radio 6%, spot tv 1%, outdoor 3%, business papers 47%, point of sale 1%, direct mail 4%.

Top execs: Curtis L. Wright, president; Charles H. Fillhardt, vp, creative dir; Lynn M. Battenberg, vp, treasurer. Employees: 15.

Phone: (408) 287-8500. ☑

Bauerlein Inc., New Orleans, reported gross income of $2,289,526 in 1986 on billings of $15,374,386. In 1985, it reported gross income of $2,211,402 on billings of $14,574,980.

The agency's 1986 U.S. volume consisted of $7,427,192 in media, $1,587,849 in materials and services and $6,359,345 in capitalized fees. Its 1985 U.S. volume consisted of $6,649,213 in media, $1,320,069 in materials and services and $6,605,698 in capitalized fees.

In 1986, the agency gained: Piccadilly Cafeterias; Oak Hill Llama Ranch; Audubon Park Zoo Aquarium; Bohn Bros. Toyota; Intrepid Enterprises; Kentwood Spring Water; WBYU Stereo. It lost: McKenzie's Pastry Shoppes; Metropolitan National Bank; Orleans Parish School Board; Columbia Pictures.

Billings breakdown by media: Newspapers 19.3%, magazines 21%, radio 18.1%, network tv 35.9%, spot tv 35.9%, cable tv 35.9%, outdoor 5.7%.

Top execs: John Green, president, creative dir; Thomas Long, exec vp; Eugene G. Barnes, chmn. Employees: 43.

Phone: (504) 522-5461. ☑

Baxter, Gurian & Mazzei, Beverly Hills, Calif., reported gross income of $2,132,000 in 1986 on billings of $14,220,000. In 1985, it reported gross income of $1,900,000 on billings of $13,300,000. BG&M is an Omnicom agency.

The agency's 1986 U.S. volume consisted of $3,250,000 in media, $5,381,000 in materials and services and $5,589,000 in capitalized fees. Its 1985 U.S. volume consisted of $2,200,000 in media, $6,431,000 in materials and services and $4,669,000 in capitalized fees.

In 1986, the agency gained: St. John's Hospital. It lost: A.T.L.; Daleco/Zila; Everest & Jennings; Intermedics; Oculabs; Rabbitt Computer; Squibb Medical Systems.

Billings breakdown by media: newspapers 10%, medical journals 40%, catalogs 50%.

Top execs: Donald J. Baxter, chmn; Kenneth J. Gurián, president; Michael J. Byrnes, vp. Employees: 29 in 2 offices.

Phone: (213) 657-5050. ☑

Beaumont, Heller & Sperling, Reading, Pa., reported gross income of $1,390,032 in 1986 on billings of $9,424,344. In 1985, it reported gross income of $1,274,779 on billings of $8,581,398.

The agency's 1986 U.S. volume consisted of $467,441 in media, $820,984 in materials and services and $8,135,919 in capitalized fees. Its 1985 U.S. volume consisted of $378,719 in media, $609,071 in materials and services and $7,593,608 in capitalized fees.

In 1986, the agency gained: Columbia Boiler Co.; Grace Community, continuing care residential community; Windon Capital Management, real estate developer. It lost: Speaksman Co.

Billings breakdown by media: Newspapers 0.08%, radio 0.01%, outdoor 0.04%, business papers 10.78%, yellow pages 0.46%, direct mail 64.73%, catalogs 23.9%

Top execs: Robert D. Beaumont, president; Donald T. Beaumont Jr., sr exec vp, secretary, treasurer; Alfred K. Walter, sr vp-pr div; James Buchanan, sr vp, media, mktg svcs dir; William E. Kemper Jr., James E. Ludwig Jr., vps; John R. Sergeant Jr., vp, direct mail, printing production mgr. Employees: 40.

Phone: (215) 375-4311.

Robert A. Becker Inc., New York, reported gross income of $7,000,000 in 1986 on billings of $47,000,000. In 1985, it reported gross income of $7,000,000 on billings of $47,100,000.

The agency's 1986 U.S. volume consisted of $4,600,000 in media, $5,000,000 in materials and services and $37,400,000 in capitalized fees. Its 1985 U.S. volume consisted of $3,900,000 in media, $3,200,000 in materials and services and $40,000,000 in capitalized fees.

The agency did not report accounts gained and lost in 1986.

Billings breakdown by media: magazines 76.9%, direct mail 23.1%.

Top execs: Robert A. Becker, president, ceo; Joel Lauber, Edward Maitland, Raymond Perry, Norman Franklin, David Charney, sr vps. Employees: 80.

Phone: (212) 382-0780.

Benito Advertising, Tampa, Fla., reported gross income of $4,340,000 in 1986 on billings of $27,384,000. In 1985, it reported gross income of $3,580,000 on billings of $24,930,000.

The agency's 1986 U.S. volume consisted of $8,408,000 in media and $18,976,000 in capitalized fees. Its 1985 U.S. volume consisted of $18,950,000 in media and $5,980,000 in capitalized fees.

The agency did not report any figures for materials and services. Offices in Tampa, Orlando, Jacksonville and Miami were included in totals.

In 1986, the agency gained: Publix Supermarkets; WXFL Channel 8; Mercharter, boat rental. It lost: Cigar Manufacturers Assn.; Ferman Oldsmobile; Group W Cable; Baromoor; M&N Cigar; Robbins Mfg.; Sheraton Maitland; Butrena; Robinsons; Leisure Entertainment; Alessi Promotions; Spicola Hardware.

Billings breakdown by media: Newspapers 14%, magazines 6.8%, radio 16.6%, network tv 1.1%, spot tv 46.2%, outdoor 8.3%, business papers 3%, direct mail 4%.

Top execs: Jack S. Painter, chmn & president; Duke Miller, exec vp-client svcs; Ken Bernhardt, exec vp, creative dir. Employees: 92 in 4 offices.

Phone: (813) 877-8200. ☑

Bentley, Barnes & Lynn, Chicago, reported gross income of $6,109,182 in 1986 on billings of $40,727,880. In 1985, it reported gross income of $5,449,381 on billings of $36,329,210.

The agency's 1986 U.S. volume consisted of $36,663,313 in media, $2,110,334 in materials and services and $1,954,153 in capitalized fees. Its 1985 U.S. volume consisted of $31,666,374 in media, $2,241,846 in materials and services and $2,420,990 in capitalized fees.

In 1986, the agency gained: Electronic Realty Associates, national acct; Bank & Trust of Arlington Heights; Dae-Julie, importers of fine candies; Konami, mfr computer software for games; DePaul University; Paddor's, women's stores; Pella Windows, local dealers. It lost: Century Broadcasting; Gonnella Bread; RCA Distributors.

Billings breakdown by media: newspapers 83.1%, magazines 5%, radio 2.5%, spot tv 2.4%, outdoor 1%, business papers 3%, direct mail 1%, catalogs 2%.

Top execs: Paul Oleff, president; Merrill Litow, exec vp; Samuel Conforti, secretary, treasurer; Jay Ducan, exec vp, gen mgr; Linda Konitz, exec vp, dir creative scvs; Edward Suffrin, exec vp, creative dir. Employees: 126 in 3 offices.

Phone: (312) 467-9350.

Berenson, Isham & Partners, Boston, reported gross income of $1,862,537 in 1986 on billings of $13,839,184. In 1985, it reported gross income of $1,878,929 on billings of $11,804,060.

The agency's 1986 U.S. volume consisted of $3,726,827 in media, $792,513 in materials and services and $9,319,844 in capitalized fees. Its !985 U.S. volume consisted of $3,117,967 in media, $676,033 in materials and services and $7,950,060 in capitalized fees.

In 1986, the agency gained: Atlantic Yogurt Co.; Pioneer Financial, a cooperative bank; Sensititre, Inc., microbiological prods. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 14.5%, magazines 11.6%, radio 8.7%, spot tv 8%, cable tv 0.7%, outdoor 0.7%, point of sale 2.2%, direct mail 18.8%, direct response tv 3.6%, direct response radio 8.7%, direct response newspapers, 13.8%, direct response magazines 8.7%.

Top execs: Paul S. Berenson, president-ceo; Carolynn C. Isham, exec vp; Louis H. Flanders III, sr vp. Employees: 17.

Phone: (617) 423-1120. ☑

Berger, Stone & Partners, New York, reported gross income of $2,430,000 in 1986 on billings of $16,200,000. The agency did not report figures for 1985.

The agency did not report a billings breakout.

In 1986, the agency gained: Central Savannah River Chevrolet Dealers, Augusta, Ga.; Twin County Chevrolet Dealers, Western Pa.; N.I.C.E. Chevrolet Dealers, Dayton, Ohio; Miltons, Mass. & R.I. Fashion Retail Chain. It lost: None.

Billings breakdown by media: Newspapers 45%, magazines 14%, radio 8%, spot tv 9%, cable tv 12%, transit 2%, yellow pages 10%.

Top execs: Joseph Stone, president; John Yakata, Allen Schwartz, sr vps; Kenneth Rhodes, vp, genl mgr. Employees: 22.

Phone: (212) 752-6333. ☑

Bermudez & Associates, Los Angeles, reported gross income of $2,241,363 in 1986 on billings of $14,949,886. In 1985, it reported gross income of $1,733,598 on billings of $11,563,099.

The agency's 1986 U.S. volume consisted of $3,221,019 in media, $217,668 in materials and services and $11,511,199 in capitalized fees. Its 1985 U.S. volume consisted of $985,708 in media, $25,284 in materials and services and $10,552,107 in capitalized fees.

In 1986, the agency gained: AT&T International; Pepsico, project basis. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 3.4%, magazines 3.4%, radio 33.9%, network tv 54.2%, outdoor 3.4%, transit 1.7%.

Top execs: Eduardo Bermudez, ceo; James P. Golightly, coo; Fernando Tamayo, exec vp, creative dir; Richard Chase, exec vp, cfo. Employees: 44 in 2 offices.

Phone: (213) 207-4606. ☑

Bernstein-Rein Advertising, Kansas City, Mo., reported gross income of $7,602,000 in 1986 on billings of $70,066,000. In 1985, it reported gross income of $5,625,000 on billings of $52,911,000.

The agency's 1986 U.S. volume consisted of $61,989,000 in media, $4,982,000 in materials and services and $3,095,000 in capitalized fees. Its 1985 U.S. volume consisted of $45,471,000 in media, $4,513,000 in materials and services and $2,927,000 in capitalized fees.

In 1986, the agency gained: Tallgrass Technologies; Diamond Shield; WDAF-AM; Farmland Foods; McDonalds of Nebraska; American Royal; Sterling Drug, D-Con Co. It lost: John Knox Village, KSHB-TV.

Billings breakdown by media: newspapers 8%, magazines 5%, radio 13%, spot tv 68%, cable tv 2%, outdoor 3%, business papers 1%.

Top execs: Robert A. Bernstein, president; Irwin D. Rein, exec vp. Employees: 120 in 2 offices.

Phone: (816) 756-0640.

Bertucci Maren Associates, Bristol, Pa., reported gross income of $503,000 in 1986 on billings of $3,161,280. In 1985, it reported gross income of $468,750 on billings of $2,959,550.

The agency's 1986 U.S. volume consisted of $310,000 in media, $290,000 in materials and services and $2,561,280 in capitalized fees. Its 1985 U.S. volume consisted of $275,000 in media, $250,000 in materials and services and $2,434,550 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 1.9%, radio 0.6%, outdoor 1.9%, business papers 9.2%, point of sale, 23.7%, yellow pages 3.2%, direct mail 35%, catalogs 8%, direct response newspapers 3%, direct response magazines 11%, telemarketing 2.5%.

Top execs: Andrew D. Bertucci, president; Nancy Maren, vp. Employees: 14.

Phone: (215) 785-1920. ☑

BHN Advertising & Public Relations, St. Louis, reported gross income of $4,441,566 in 1986 on billings of $31,871,891. In 1985, it reported gross income of $4,808,849 on billings of $34,377,621.

The agency's 1986 U.S. volume consisted of $13,102,613 in media, $3,983,155 in materials and services and $14,786,123 in capitalized fees. Its 1985 U.S. volume consisted of $16,089,666 in media, $4,008,212 in materials and services and $14,279,743 in capitalized fees.

Included in the agency's figures were returns from subsidiary, BHN/YP, yellow pages placement.

In 1986, the agency gained: Bennett Tool & Die; Calgon Corp.; Suburban Newspapers of St. Louis & New Jersey; Virginia Orthodontic Society; Data-Max; Kraft, projects; M&R Industries; Monsanto-Saflex; Rousseau Co.; Control Devices; Milliken Publishing; Starrco; Realex; Total Health Care; Mallinckrodt-Diagnostic Products; Wick Homes; Teleconnect. It lost: Optical Outlets; Gusdorf; Landmark Bank; United Telespectrum; Labconco; Wichita Area Pepsi Bottlers; Mid Kansas Federal Savings & Loan.

Billings breakdown by media: Newspapers 9.5%, magazines 3.8%, radio 18.6%, spot tv 32.11%, outdoor 1.8%, business papers 24.3%, farm publications 0.02%, transit 0.1%, yellow pages 9.6%; direct mail 0.17%.

Top execs: Kennett C. Johnson, chmn-ceo; Robert F. Rubin, secretary, treasurer; George T. Gale, exec vp, president-St. Louis; John Bell II, president, BHN/PR; Walter Balzerick, president BHN, Wichita; Peter Langmack, president BHN, Cedar Rapids; Daniel Fineberg, president BHN/YP; John Blakemore, president, BHN, Columbia; Irv Jensen, president, Strategic Alternatives Co. Employees: 94 in 5 offices.

Phone: (314) 241-1200. ☑

Biederman & Co, New York, reported gross income of $4,100,000 in 1986 on billings of $35,500,000. In 1985, it reported gross income of $3,997,000 on billings of $29,036,900.

The agency's 1986 U.S. volume consisted of $23,100,000 in media, $3,300,000 in materials and services and $9,100,000 in capitalized fees. Its 1985 U.S. volume consisted of $22,030,000 in media, $2,528,000 in materials and services and $4,478,900 in capitalized fees.

Included in the agencies figures were returns from subsidaries:

- Betacom, production
- Murray Salit & Associates

In 1986, the agency gained: TRINOVA, Inc; ITT, communications services group; Friexenet, South Africa; MCA; New York University; Watney, Mann and Truman Brewers; Syncsort; Tri-state Cadillac. It lost: None.

Murray Salit & Associates, the ad agency subsidary, gained Le Clip USA and *Vogue*. It lost: None.

Billings breakdown by media: Newspapers 22%, magazines 27%, radio 14%, network tv 27%, spot tv 7%, cable tv 1%, outdoor 1%, direct response magazines 1%.

Top execs: Barry Biederman, chmn, creative dir; John Kelly, coo, dir acct mgmt; Howard Benson, exec vp, co-creative dir; Monica Shaffer, sr vp, media dir; Murray Salit, president, Murray Salit & Associates div. Employees: 54.

Phone: (212) 929-7200.

William R. Biggs/Gilmore Associates, Kalamazoo, Mich., reported gross income of $5,996,000 in 1986 on billings of $60,292,000. In 1985, it reported gross income of $5,055,000 on billings of $52,950,000.

The agency's 1986 U.S. volume consisted of $21,455,000 in media, $5,460,000 in materials and services and $33,377,000 in capitalized fees. Its 1985 U.S. volume consisted of $19,798,000 in media, $4,985,000 in materials and services and $28,167,000 in capitalized fees.

In 1986, the agency gained: Manatron; Michigan Cherry Committee; Michigan State University; North American Van Lines; Travenol Labs; Union Carbide; Wells Lamont; Clarion Hotels; Hilton Head Health Institute; S-2 Yacht; School Zone Publishing; D&W Foods; Knape & Vogt. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 3%, magazines 37%, medical journals 10%, radio 4%, network tv 3%, cable tv 2%, outdoor 1%, business papers 35%, farm publications 4%, direct mail 1%.

Top execs: William R. Biggs, president; Ron Davis, exec vp; David Hunt, sr vp; Don DeGroot, secretary, treasurer; Peter Horst, sr vp, dir-creative svc; Jeff White, vp-business dev. Harold Bennett, vp-media; Phillip Long, vp-pr. Employees: 103 in 7 offices.

Phone: (616) 349-7711.

Black & Musen, East Longmeadow, Mass., reported gross income of $258,000 in 1986 on billings of $1,517,000. In 1985, it reported gross income of $253,000 on billings of $1,474,000.

The agency's 1986 U.S. volume consisted of $700,000 in media, $150,000 in materials and services and $667,000 in capitalized fees. Its 1985 U.S. volume consisted of $600,000 in media, $160,000 in materials and services and $714,000 in capitalized fees.

In 1986, the agency gained: Massasoit Trading Corp., furniture components. The agency did not report any accounts lost.

Billings breakdown by media: Newspapers 5%, magazines 25%, radio 5%, spot tv 15%, business papers 25%, direct mail 10%, catalogs 15%.

Top execs: Arthur Musen, president; Merle Black, treasurer. Employees: 6.

Phone: (413) 567-0361.

Blair/BBDO, Rochester, N.Y., reported gross income of $3,696,677 in 1986 on billings of $24,644,513. In 1985, it reported gross income of $3,277,349 on billings of $21,848,993.

The agency's 1986 U.S. volume consisted of $9,048,039 in media, $5,620,055 in materials and services and $9,976,419 in capitalized fees. Its 1985 U.S. volume consisted of $7,278,569 in media, $4,687,224 in materials and services and $9,883,200 in capitalized fees. Figures represent offices in Rochester and Pittsburgh.

In 1986, the agency gained: Genesee Valley Group Health, health centers; Ultra Technologies, Eastman Kodak Co., batteries; Graphic Imaging Systems div, Eastman Kodak Co., electronic systems; Corporate/Marketing Communications, Eastman Kodak Co., special projects; Edicon, Eastman Technology, computer software. It lost: Beacon Milling, farm feed; John D. Brush & Co., safes.

Billings breakdown by media: Newspapers 12.9%, magazines 15.5%, radio 25.3%, spot tv 35%, cable tv 4%, outdoor 0.9%, business papers 4.4%, transit adv 0.8%, yellow pages 0.6%, direct mail 0.6%.

Top execs: John F. Kraushaar, president-ceo; Jack Matott, exec vp, exec creative dir; John Brown, sr vp, creative dir; Jon Sims, sr vp, mgmt super. Employees: 38 in 2 offices.

Phone: (716) 473-0440. ☑

Blanchard & Associates, Minneapolis, reported gross income of $138,284 in 1986 on billings of $2,337,288. In 1985, it reported gross income of $159,051 on billings of $2,069,297.

The agency's 1986 U.S. volume consisted of $655,096 in media, $233,655 in materials and services and $1,489,537 in capitalized fees. Its 1985 U.S. volume consisted of $699,910 in media, $269,244 in materials and services and $1,100,143 in capitalized fees.

The agency did not report accounts gained or lost, or break out billings by media for 1985 and 1986.

Top exec: Ike Austin, president. Employees: 7.

Phone: (612) 332-1557.

Barry Blau & Partners, Fairfield, Conn., reported gross income of $8,455,000 in 1986 on billings of $60,010,000. In 1985, it reported gross income of $6,365,600 on billings of $44,451,000.

The agency's 1986 U.S. volume consisted of $1,418,000 in media, $26,636,000 in materials and services and $31,956,000 in capitalized fees. Its 1985 U.S. volume consisted of $1,351,000 in media, $17,476,000 in materials and services and $25,624,000 in capitalized fees.

The agency did not consolidate subsidiary, IOCC, Ltd.

In 1986, the agency gained: Connecticut Mutual Life Insurance; Connecticut National Bank; Royal Canadian Mint. It lost: Citytrust.

Billings breakdown by media: Newspapers 2.9%, magazines 2.7%, supplements 1.3%, radio 1.2%, spot tv 3%, cable tv 3.2%, direct mail 85.7%.

Top execs: Barry Blau, president-ceo; Dennis Eastham, Ronald Friedman, exec vps; Peter Blau, sr vp, creative dir; Fred Kaseff, cfo; J. Donald Gartland III, Mark Goroff, Carla Hendra, Thomas Lemke, Irving Mayer, John Miller, Leslie Paterson, Robert Wilke, sr vps. Employees: 102 in 4 offices.

Phone: (203) 254-3700. ☑

James Bloom Agency, Great Neck, N.Y., had estimated gross income of $225,000 in 1986 on billings of $1,500,000. In 1985, it had estimated gross income of $180,000 on billings of $1,200,000.

The agency did not break out billings volume.

Billings breakdown by media: Newspapers 12.2%, magazines 17.9%, radio 4.5%, business papers 64.1%, farm publications 1.3%.

Top execs: James M. Bloom, president; Douglas A. Graham, vp; S.S. Rand, art dir. Employees: 7.

Phone: (516) 482-4660.

Bonneville Media Communications, Salt Lake City, had estimated gross income of $1,900,000 in 1986 on billings of $11,200,000. The agency did not report figures for 1985.

The agency's 1986 U.S. volume consisted of $3,000,000 in media, $8,200,000 in materials and services.

In 1986, the agency gained: Boy Scouts of America; Church World Services. The agency did not report accounts lost in 1986.

Billings breakdown by media: magazines 10%, radio 26.7%, spot tv 63.3%.

Top execs: Richard Alsop, president; Jeff Hilton, vp-mktg scvs. Employees: 100.

Phone: (801) 237-2600. ☑

Borders, Perrin & Norrander, Portland, Ore., reported gross income of $2,770,000 in 1986 on billings of $20,189,289. In 1985, it reported gross income of $2,413,000 on billings of $13,303,000.

The agency's 1986 U.S. volume consisted of $8,133,289 in media, $5,513,000 in materials and services and $6,543,000 in capitalized fees. Its 1985 U.S. volume consisted of $5,307,000 in media, $4,054,000 in materials and services and $3,942,000 in capitalized fees.

The agency did not consolidate subidiary:

- Ager/BPN Public Relations

In 1986, the agency gained: Bailey, Banks & Biddle Jewelers; Blitz-Weinhard, brewery; Danner Shoe Co, sporting shoes; American Plywood Assn., Timber Industry Assn.; Kenworth Truck Co; Washington State Lottery. It lost: American Network, long distance telephone service; Gerber Legendary Blades, cutting and sporting knives; Mannesmann Tally Co, computer printer mfr; Tri-Met Mass Transit.

Billings breakdown by media: newspapers 7.9%, magazines 21.6%, radio 11.2%, spot tv 7.2%, outdoor 1.4%, transit 0.2%, point of sale 50.3%, yellow pages 0.2%.

Top execs: William Borders, Jr., president; Peter M. Hatt, coo; Mark Norrander, exec vp, co-chmn. Employees: 65 in 2 offices.

Phone: (503) 227-2506. ☑

Earle Bower Associates, New York, reported gross income of $577,746 in 1986 on billings of $3,701,729. In 1985, it reported gross income of $546,080 on billings of $3,676,637.

The agency's 1986 U.S. volume consisted of $1,758,536 in media, $607,359 in materials and services and $1,335,834 in capitalized fees. Its 1985 U.S. volume consisted of $1,638,082

Top 10 agencies in point of sale billings

		Point of sale billings		U.S. billings	
Rank	**Agency**	**1986**	**1985**	**1986**	**1985**
1	Medicus Intercon International	$60.9	$50.4	$82.4	$65.0
2	Grey Advertising	42.8	N/A	1,358.0	1,221.9
3	Foote, Cone & Belding Communications	34.0	28.6	1,616.7	1,430.7
4	QLM Associates	31.4	6.7	41.5	22.9
5	Ross Roy Inc.	20.0	18.5	416.0	370.0
6	S.J. Weinstein Associates	11.1	11.0	14.5	14.3
7	Borders, Perrin & Norrander	10.1	6.4	20.2	13.3
8	Leo Burnett Co.	9.0	9.5	1,361.6	1,269.9
9	Long, Haymes & Carr	7.2	6.0	51.3	42.6
10	Baker, Abbs, Cunningham & Klepinger	4.7	3.9	16.5	14.3

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

in media, $590,832 in materials and services and $1,447,723 in capitalized fees.

In 1986, the agency gained: Rebate Books. It lost: None.

Billings breakdown by media: Newspapers 10%, magazines 20%, radio 5%, spot tv 10%, cable tv 20%, outdoor 2.5%, business papers 7.5%, transit adv 2.5%, direct response tv 17.5%, direct response magazines 5%.

Top execs: Earl Bower, president. The agency did not report number of employees.

Phone: (212) 682-3920. ☑

Brady Co., Menomonee Falls, Wis., reported gross income of $2,304,468 in 1986 on billings of $15,590,028. In 1985, it reported gross income of $2,279,582 on billings of $16,076,546.

The agency's 1986 U.S. volume consisted of $2,972,980 in media, $2,826,616 in materials and services and $9,790,432 in capitalized fees. Its 1985 U.S. volume consisted of $2,941,226 in media, $3,064,294 in materials and services and $10,071,026 in capitalized fees. Figures also include those from the agency's Madison, Wis., office.

In 1986, the agency gained: DJ Medical Instrument Corp.; Systems, Inc. It lost: Landauer.

Billings breakdown by media: Newspapers 0.7%, magazines 8.3%, medical journals 56.1%, radio 1.4%, farm publications 23.6%, direct mail 9.9%.

Top exec: Karl F. Ohm, president. Employees: 52 in 2 offices.

Phone: (414) 255-0100. ☑

Brashe Advertising, Jericho, N.Y., had estimated gross income of $721,700 in 1986 on billings of $2,641,654. In 1985, it had estimated gross income of $657,000 on billings of $4,371,585.

The agency's 1986 U.S. volume consisted of $2,086,010 in media, $72,195 in materials and services and $2,641,654 in capitalized fees. Its 1985 U.S. volume consisted of $1,986,055 in media, $61,081 in materials and services and $2,324,449 in capitalized fees.

In 1986, the agency gained: Island Office Furniture; Bast Chevrolet/Isuzu; Wantagh Mitsubishi; Lady Peppera!, special projects; Accounts on Call, personnel agency. It lost: Grumman Data Systems Institute.

Billings breakdown by media: Newspapers 67%, magazines 8%, radio 13%, cable tv 5%, business papers 2%, point of sale 2%, direct mail 2%.

Top exec: Harvey Cherkis, president. Employees: 7.

Phone: (516) 935-5544. ☑

Brewster Advertising, Cambridge, Mass., reported gross income of $346,000 in 1986 on billings of $2,382,000. In 1985, it reported gross income of $284,000 on billings of $1,895,000.

The agency's 1986 U.S. volume consisted of $412,000 in media, $205,000 in materials and services and $1,765,000 in capitalized fees. Its 1985 U.S. volume consisted of $516,000 in media, $305,000 in materials and services and $1,074,000 in capitalized fees.

In 1986, the agency gained: M/A-COM MAC, microwave systems; Micrologic, security prods; Zephyr Weather Information Services; High Seas, outdoor clothing; Soverel Performance Yachts. It lost: Atlantis Weathergear, outdoor clothing.

Billings breakdown by media: newspapers 2%, magazines 73%, business papers 25%.

Top execs: Donald R. Brewster, president; Marjorie W. Rines, exec vp. Employees: 5.

Phone: (617) 661-8318.

Brigham/Scully, Los Angeles, had estimated gross income of $281,000 in 1986 on billings of $1,816,577. In 1985, it had an estimated gross income of $266,000 on billings of $1,716,600.

The agency's 1986 U.S. volume consisted of $862,070 in media, $312,840 in materials and services and $641,667 in capitalized fees. Its 1985 U.S. volume consisted of $943,262 in media, $314,355 in materials and services and $458,983 in capitalized fees.

In 1986, the agency gained: *Previews* magazine; Miramar Publishing Co.; Digital Hydraulics; Comfy Products Corp.; Rhodes/Maloney, law firm. It lost: Isles Industries.

Billings breakdown by media: Newspapers 25%, magazines 39%, point of sale 1%, direct mail 10%, catalogs 23%, direct response magazines 2%.

Top execs: Thomas G. Brigham, president; Leslie McGee-Brigham, vp. Employees: 6.

Phone: (213) 550-7145. ☑

Brouillard Communications, New York, a subsidiary of J. Walter Thompson Co., reported gross income of $9,990,772 in 1986 on billings of $66,638,449. In 1985, it reported gross income of $10,687,838 on billings of $71,287,879.

The agency did not break out billings by volume.

In 1986, the agency gained: American Physical Therapy Assn., Plus System; American Legal Systems. It lost: Mellon Bank, Signal Cos.; Signal Environmental Systems; National Knitwear & Sportswear Assn.; Monroe Systems for Business.

Billings breakdown by media: Newspapers 22%, magazines 22.5%, supplements 16.2%, radio 2.3%, network tv 22.7%, spot tv 13.9%, outdoor 0.4%.

Top execs: James H. Foster, president; Irene A. Hansen, sr vp-admin, agency svcs; Terrence Hill, sr vp, exec creative dir; Richard Eyman, Miranda Lee, J. Douglas Lonmire, Robert Scott, sr vps, acct dirs; Michael Faulkner, sr vp, group creative dir; Betsy Halpern, sr vp, pr dir; Frank Massaro, sr vp, media dir; Carl LeVander, sr vp, group creative dir; Jeff Lewis, sr vp, sr writer; Larry Scaglione, sr vp-adv svcs. Employees: 96.

Phone: (212) 867-8300. ☑

E.H. Brown Advertising, Chicago, reported gross income of $1,843,229 in 1986 on billings of $12,288,191. In 1985, it reported gross income of $1,552,968 on billings of $10,353,120.

The agency's 1986 U.S. volume consisted of $10,496,795 in media and $1,791,396 in materials and services. Its 1985 U.S. volume consisted of $8,252,810 in media and $1,500,230 in materials and services.

In 1986, the agency gained: Art Institute of Chicago; Catholic Charities; Lynfred Wineries. It lost: None.

Billings breakdown by media: Newspapers 12%, magazines 24%, radio 4%, network tv 21%, cable tv 8%, point of sale 2%, direct mail 3%, direct response tv 22%, direct response radio 4%.

Top execs: Edward H. Brown Jr., chmn; Edward H. Brown Sr., vice chmn; Richard L. McCullough, president; Dennis C. Schrage, exec vp, creative dir; Edward J. Murnane, Allan H. Schullman, sr vps. Employees: 28.

Phone: (312) 372-9494.

Buckheim & Rowland, Ann Arbor, Mich., had estimated gross income of $1,875,000 in 1986 on billings of $12,500,000. In 1985, it had estimated gross income of $1,800,000 on billings of $12,000,000.

The agency did not report figures for 1985 and 1986 media, materials and services and capitalized fees.

In 1986, the agency gained: *Ann Arbor News*; D&N Savings Bank; Perkins Engines; University of Michigan Medical Center, HMO. It lost: Century Boat Co. Citizens Trust; Executive Technology Data Systems.

Billings breakdown by media: Newspapers 4%, magazines 14%, radio & tv 6%, outdoor 1%, business papers 29%, direct mail 2%, collateral 24%, other 20%.

Top execs: Richard H. Rowland, chmn; Harvey A. Bailey, president, creative dir; Richard A. Buckheim, dir, acct super; Melvin L. Medrich, vp, assoc creative dir; E. Margaret Eich, secretary, treasurer; Mark T. Paris, vp; Richard B. Williams, vp, acct super. Employees: 30.

Phone: (313) 769-6771.

Burrell Advertising, Chicago, reported gross income of $7,941,300 in 1986 on billings of $52,942,000. In 1985, it reported gross income of $7,890,800 on billings of $52,605,000.

The agency's 1986 U.S. volume consisted of $16,622,700 in media, $3,430,000 in materials and services and $32,889,300 in capitalized fees. Its 1985 U.S. volume consisted of $15,905,800 in media, $3,497,600 in materials and services and $33,201,600 in capitalized fees.

The agency did not consolidate subsidiary:

- Burrell Public Relations

In 1986, the agency gained: California Cooler; Stroh, Schlitz Malt Liquor; WBBM-TV. It lost: Beatrice U.S. Food; Johnson Products Co; Johnson Publishing Co.

Billings breakdown by media: newspapers 1.5%, magazines 15.1%, radio 11.3%, network tv 39.3%, spot tv 28.5%, outdoor 4.3%.

Top execs: Thomas Burrell, chmn; Barbara Burrell-Glover, vice chmn; Sarah Burroughs, sr vp-special projects; William Sharp, sr vp, genl mgr Atlanta; John Stanek, sr vp-finance; Charles Wimbley, sr vp-dir client svc; Curtis Young , sr vp-creative dir. Employees: 105 in 2 offices.

Phone: (312) 443-8600.

Burton-Campbell, Atlanta, reported gross income of $9,610,542 in 1986 on billings of $68,205,116. In 1985, it reported gross income of $7,910,946 on billings of $57,389,828.

The agency's 1986 U.S. volume consisted of $44,132,564 in media, $4,369,185 in materials and services and $19,703,367 in capitalized fees. Its 1985 U.S. volume consisted of $39,600,908 in media, $6,070,644 in materials and services and $11,718,276 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Southmark, graphic design
- BC/Direct, direct mktg
- BC/Public Relations
- Face-To-Face, typography/camera

In 1986, the agency gained: China-America Resources Corp.; Griffin Ag Products Co.; Hertz Corp.; Hotel Inter-Continental Atlanta; Independent Sector; LAW-PAC of Georgia; National Prepared Foods; Pet Dairy; Vitamaster. It lost: Colony Square Hotel; First Union National Bank; National Bank of Georgia.

Billings breakdown by media: Newspapers 20.4%, magazines 21.2%, radio 3.7%, network tv 53.7%, outdoor 1%.

Top execs: Ron Scharbo, chmn & president; Gabe Massimi, vice chmn, creative dir; Mike Reineck, sr vp, cfo; Jane Bedford, sr vp, coo; Alan Burks, Ed Martin, sr vps, acct group dirs; Colleen O'Kane, sr vp, media & rsch svcs; Alan Campbell, sr vp, mng dir. Employees: 110.

Phone: (404) 881-8585. ☑

Lawrence Butner Advertising, New York, reported gross income of $3,617,660, of which $27,550 was in non-U.S. contributions, in 1986 on billings of $24,301,330. In 1985, it reported gross income of $3,015,750 on billings of $20,115,000.

The agency's 1986 U.S. volume consisted of $20,377,800 in media, $1,078,500 in materials and services and $2,661,330 in capitalized fees. Its 1985 U.S. volume consisted of $17,013,900 in media, $900,000 in materials and services and $2,201,100 in capitalized fees.

In 1986, the agency gained: *Weight Watchers* magazine. It lost: None.

Billings breakdown by media: Newspapers 4%, business papers 1%, transit 1%; point of sale 0.5%, direct mail 0.7%, direct response tv 38%, direct response radio 13%, direct response magazines 1%, telemarketing 5.8%, other 35%.

Top execs: Lawrence Butner, president; Eleanor Butner, exec vp; Nevil Cross, Pam Weinberg, Bob Beatty, vps. Employees: 36.

Phone: (212) 682-3200. ☑

Harold Cabot & Co., Boston, reported gross income of $10,048,778 in 1986 on billings of $67,982,571. In 1985, it reported gross income of $8,840,328 on billings of $62,299,979.

The agency's 1986 U.S. volume consisted of $47,489,880 in media, $7,410,420 in materials and services and $13,082,271 in capitalized fees. Its 1985 U.S. volume consisted of $45,248,514 in media, $6,468,476 in materials and services and $10,582,989 in capitalized fees.

In 1986, the agency gained: Ground Round; Hanover/Meyers, pkg foods; New England Shrimp; Algemene Bank; Coalition for Reliable Energy; ETICAM, waste disposal; Pearl Meat Packing. It lost: Papa Gino's; WEEI-AM; Alpha Software; World Trade Center, rental space.

The agency did not break down billings by media.

Top execs: Courtney A. Crandall, chmn; William H. Monaghan, president-ceo; Robert P. Linderman III, sr vp, creative dir; Dale Castro Jr., Edmund C. Fitzmaurice, sr vps; Charles F. Kiefer III, treasurer.

Phone: (617) 242-6200.

Calvillo, Shevack & Partners, New York, part of the Mickelberry Group, had estimated gross income of $10,000,000 in 1986 on billings of $67,000,000. In 1985, it reported gross income of $6,886,000 on billings of $52,000,000.

The agency did break out billings.

In 1986, the agency gained: American Home Products; Sony Corp.; Pony Sports & Leisure; Swatch Watch; Omega Watch Corp.; American Kefir; Beall's Department Stores; Firestone Building Products; Cointreau. It lost: Wild Turkey Bourbon.

Billings breakdown by media: Newspapers 10.5%, magazines 21%, supplements 0.7%, radio 12%, network tv 17.2%, spot tv 28.4%, cable tv 2.2%, outdoor 1%, business papers 0.4%, transit 0.3%, point of sale 2.2%, direct mail 2.5%, catalogs 0.9%, free-standing inserts 0.7%.

Top execs: Ric Calvillo, chmn-ceo; Brett Shevack, president, chief creative officer; Eva Schmatz, exec vp, dir-mktg; Burt Blum, exec vp, creative dir; Charlie Parlato, sr vp, dir-media; Elliot Rittenband, president Rittenband/CS&P. Employees: 85.

Phone: (212) 245-7300.

Caravetta Allen Kimbrough/BBDO, Miami, part of the Omnicom Group, reported gross income of $1,549,614 in 1986 on billings of $10,335,925. In 1985, it reported gross income of $1,280,537 on billings of $8,541,182.

The agency's 1986 U.S. volume consisted of $6,816,373 in media, $1,842,987 in materials and services and $1,676,565 in capitalized fees. Its 1985 U.S. volume consisted of $5,603,507 in media, $923,809 in materials and services and $2,013,866 in capitalized fees.

In 1986, the agency gained U.S. accounts: Spring-Lite Water. It lost: Bloc Development, computer software; Commwealth Brewery. Overseas it gained VISA, Latin America; Ecuatoriana Airlines.

Billings breakdown by media: Newspapers 37.5%, magazines 6%, radio 29.5%, spot tv 22%, outdoor 5%.

Top execs: Raymond F. Allen, chmn, creative super; Nina Cohen, president; Richard Flury, sr vp, finance, admin; Lane Atkins, sr vp, creative dir. Employees: 29.

Phone: (305) 594-1896. ☑

Caraway Kemp Communications, Jacksonville, Fla., had estimated gross income of $4,900,000 in 1986 on billings of $32,800,000. In 1985, it had estimated gross income of $4,200,000 on billings of $28,300,000.

The agency did not break out billings, report accounts gained or lost in 1986 or break out billings by media.

Top execs: John E. Caraway, chmn, creative dir; William D. Kemp Jr., president; Michael R. Winner, exec vp; James E. Sanders, sr vp. Employees: 70 in 3 offices.

Phone: (904) 737-0300. ☑

Cargill Wilson & Acree, Atlanta, a subsidiary of DDB Needham Worldwide, reported gross income of $4,580,000 in 1986 on billings of $30,549,000. In 1985, it reported gross income of $4,494,000 on billings of $29,975,000.

The agency's 1986 U.S. volume consisted of $13,286,000 in media and $17,263,000 in capitalized fees. Its 1985 U.S. volume consisted of $15,000,000 in media and $14,975,000 in capitalized fees.

In 1986, the agency gained: Deliver Ease; First Union National Bank; Orion Pictures, S.E.; Weight Watchers of Metro Atlanta. It lost: Intercontinental Hotel, Hilton Head; Interface Flooring Co.

Billings breakdown by media: Newspapers 25.1%, magazines 22.5%, radio 13.5%, spot tv 28.8%, direct mail 10%.

Top execs: Watson Mundy, chmn & ceo; Robert Geary, exec vp-media & rsch; Padam Dhakad, sr vp, cfo; George Lemmond, sr vp, dir-acct mgmt; Harris Milligan, sr vp, creative dir; Denise Steiner, sr vp, dir-creative svcs; Hal Pearman, vp-pr; Rena Kilgannon, vp-direct mktg; David Nasser Ph.D., vp, dir-rsch; Glen Dougherty, vp, new business mgr; Peter Balkissoon, vp, controller; Tom Scott, vp, acct super; Nick Halliday, vp-print production; Martin Danaher, vp, acct super; Jane Foreman, vp, sr copywriter. Employees: 77 in 2 offices.

Phone: (404) 261-8700. ☑

Carmichael-Lynch, Minneapolis, reported gross income of $9,525,000 in 1986 on billings of $63,516,000. In 1985, it reported gross income of $8,031,000 on billings of $53,551,000.

The agency's 1986 U.S. volume consisted of $21,201,000 in media, $9,852,000 in materials and services and $32,463,000 in capitalized fees. Its 1985 U.S. volume consisted of $17,080,000 in media, $9,337,000 in materials and services and $27,134,000 in capitalized fees.

In 1986, the agency gained: Musicland & Sam Goody Stores; Lifetouch Portrait Studios; Litton microwave cooking prods; Cardiac Pacemakers; Bonita Bay Properties; Mt. Sinai Hospital; Jones Dairy Farm; Hotel Sofitels; Honeywell, avionics systems, corp recruiting, aerospace & defense. It lost: Twin City Amoco Certicare Dealers; Coast to Coast Stores; Gedney Pickles.

Billings breakdown by media: Newspapers 9.4%, magazines 29.7%, radio 5.9%, network tv 5%, spot tv 37.9%, cable tv 1.9%, outdoor 1.9%, business papers 3.8%, point of sale 2.1%; direct mail 3.1%.

Top execs: Lee Lynch, chmn-ceo; Lou Bacig, president; Phil Waggoner, Jerry Ferris, Steve Chase, Jerry Stahl, sr vps, mgmt supers; Neal Burns, Dan Krumwiede, Ron Sackett, Jack Supple, Dick Wilson, sr vps, creative dirs; Perry Forster, sr vp, dir rsch; Sumer Bileydi, sr vp, dir media; Henry Fiola, sr vp, pr; Ted Loken, sr vp, direct response; Mary Paulson, sr vp, operations. Employees: 165, up from 130 in 1985.

Phone: (612) 871-8300. ☑

Carson Group, Houston, reported gross income of $714,000 in 1986 on billings of $4,200,000. In 1985, it reported gross income of $680,000 on billings of $4,000,000.

The agency did not report figures for 1985 and 1986 media, materials and services and capitalized fees. It did not report accounts gained and lost or break out billings by media.

Top exec: Paul Carson, president. Employees: 9.

Phone: (713) 496-2600.

Carter Callahan, San Jose, Calif., had estimated gross income of $1,455,000 in 1986 on billings of $9,558,482. In 1985, it had estimated gross income of $1,497,000 on billings of $9,832,568.

The agency's 1986 U.S. volume consisted of $1,503,615 in media, $826,868 in materials and services and $7,227,999 in capitalized fees. Its 1985 U.S. volume consisted of $1,568,981 in media, $848,328 in materials and services and $7,415,259 in capitalized fees.

In 1986, the agency gained: Grosvenor/Chevron Land/American Savings, a joint venture in high priced condos; Good Samaritan Hospital; Northern Group, real estate developer; Callahan Sweeney O'Brien, real estate developer; AMB Investments, real estate investment brokers; Metropolitan Life; Primary Care Network; Urgent Care Centers; ProCure, medical group; Triad Systems, real estate developer. It lost: Icot Corp, data communications; Oceanic, real estate developer; Jet Center, private planes.

Billings breakdown by media: newspapers 32.8%, magazines 18%, radio 13.1%, spot tv 11.5%, outdoor 4.9%, business papers 11.5%, direct mail 8.2%.

Top execs: Peter S. Carter, president; Edna M. Markham, ceo, cfo. Employees: 22.

Phone: (408) 998-5433.

Cascino & Purcell, Atlanta, reported gross income of $833,776 in 1986 on billings of $5,657,911. In 1985, it reported gross income of $814,786 on billings of $5,434,232.

The agency's 1986 U.S. volume consisted of $599,346 in media, $96,625 in materials and services and $4,961,940 in capitalized fees. Its 1985 U.S. volume consisted of $687,320 in media, $93,120 in materials and services and $4,653,792 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 7%, magazines 30%, radio 11%, spot tv 16%, outdoor 1%, business papers 13%, farm publications 22%.

Top exec: Alfred M. Cascino, president. Employees: 15.

Phone: (404) 237-9945. ☑

Chase Pickett, Hillside, Ill., had estimated gross income of $53,800 in 1986 on billings of $322,200. In 1985, it had estimated income of $58,800 on billings of $351,143.

The agency's 1986 U.S. volume consisted of $116,100 in media and $206,100 in materials and services. Its 1985 U.S. volume consisted of $118,243 in media and $232,900 in materials and services.

The agency did not report accounts gained or lost in 1986 and 1985.

Billings breakdown by media: Magazines 36%, yellow pages 4%, catalogs 60%.

Top exec: Ralph Chase, president. Employees: 2.

Phone: (312) 449-0450. ☑

Ted Chin & Co., New York, reported gross income of $2,050,000 in 1986 on billings of $13,578,000. In 1985, it reported gross income of $2,100,000 on billings of $13,570,000.

The agency's 1986 U.S. volume consisted of $6,008,000 in media, $920,000 in materials and services and $6,650,000 in capitalized fees. Its 1985 U.S. volume consisted of $6,003,000 in media, $930,000 in materials and services and $6,637,000 in capitalized fees.

In 1986, the agency gained: Carnation Frozen Seafoods, new Crab Crisps line; WNBC-AM; Edward S. Gordon Co., Metrotech Devel. It lost: WCBS-AM; Nabisco Royal Desserts.

Billings breakdown by media: Newspapers 12%, magazines 16%, radio 5%, network tv 15%, spot tv 37%, cable tv 3%, business papers 4%, transit adv 4%, direct response newspapers 1%, direct response magazines 2%, free-standing inserts 1%.

Top exec: Ted Chin, president. Employees: 17.

Phone: (212) 421-8989. ☑

Clarity Coverdale Rueff Advertising, Minneapolis, reported gross income of $1,094,000 in 1986 on billings of $12,678,000. In 1985, it reported gross income of $900,500 on billings of $9,385,000.

The agency's 1986 U.S. volume consisted of $6,970,000 in media, $572,000 in materials and services and $5,136,000 in capitalized fees. Its 1985 U.S. volume consisted of $5,631,000 in media, $422,000 in materials and services and $3,332,000 in capitalized fees.

In 1986, the agency gained: Office Writer, office solutions; Cheetah Pizza; Dain Bosworth; Norstan Communications, telephone systems. It lost: Convenience Stores, mini-mart, Casper, Wyo.

Billings breakdown by media: newspapers 20%, magazines 10%, medical journals 2%, supplements 3%, radio 5%, spot tv 25%, cable tv 2%, outdoor 1%, business papers 10%, transit 1%, point of sale 4%, direct mail 10%, catalogs 5%, free-standing inserts 2%.

Top execs: Robert J. Rueff, ceo; Timothy Clarity, president. Employees: 22.

Phone: (612) 339-3902. ☑

George P. Clarke Advertising, New York, reported gross income in 1986 of $1,105,790 on billings of $7,371,930. In 1985, it reported gross income of $1,094,345 on billings of $7,296,073.

The agency's 1986 U.S. volume consisted of $3,182,164 in media, $363,361 in materials and services and $3,826,405 in capitalized fees. Its 1985 U.S. volume consisted of $2,991,730 in media, $353,002 in materials and services and $3,951,341 in capitalized fees.

In 1986, the agency gained: Carroll, McEntee & McGinley. It lost: Derby Savings.

Billings breakdown by media: Newspapers 31.3%, magazines 18.8%, radio 12.5%, spot tv 18.8%, business papers 6.2%, point of sale 6.2%, catalogs 6.2%.

Top execs: George P. Clarke, president; James McLoughlin, exec vp. Employees: 16.

Phone: (212) 490-2212. ☑

Coakley Heagerty Cos., Santa Clara, Calif., reported gross income of $1,147,471 in 1986 on billings of $8,922,732. In 1985, it reported gross income of $1,188,965 on billings of $8,922,706.

The agency's 1986 U.S. volume consisted of $1,711,319 in media, $512,539 in materials and services and $6,698,874 in capitalized fees. Its 1985 U.S. volume consisted of $1,637,215 in media, $583,248 in materials and services and $6,702,063 in capitalized fees.

In 1986, the agency gained: Waste Management of California; Sunset Homes, builder; Home Bingo Network, tv game; Kaufman & Broad, home builder; San Jose Symphony; Venture Out, rv sales; Yosemite National Bank. It lost: Redwood Shores, commerical developer; Ampex, high technology; Tri State Engineering; Wilson & Associates, developer; Westside Bank.

Billings breakdown by media: newspapers 55%, magazines 9%, radio 9%, spot tv 21%, outdoor 1%, business papers 5%.

Top execs: David A. Heagerty, ceo; John D. Heagerty, president. Employees: 23.

Phone: (408) 249-6242. ☑

Colle & McVoy Advertising Agency, Bloomington, Minn., had estimated gross income of $9,429,000 in 1986 on billings of $57,642,844. In 1985, it had estimated gross income of $7,942,000 on billings of $48,678,025.

The agency's 1986 U.S. volume consisted of $17,432,482 in media, $29,552,102 in materials and services and $10,658,260 in capitalized fees. Its 1985 U.S. volume consisted of $15,268.897 in media, $24,206,453 in materials and services and $9,202,675 in capitalized fees. Figures represent contributions from offices in Minneapolis, Coral Gables, Fla., Waterloo, Iowa, Sioux Falls, S.D., and Englewood, Colo.

In 1986, the agency gained: Eaton Corp., hydraulic prods; Enhanced Telemanagement, info networking systems; USTV/Divison Hubbard Broadcasting, syndicated entertainment programming; Pizza Hut, N.D., S.D., Canada; Supersweet Feeds, livestock feed and supplements; First American National Bank, Wausau, Wis.; Aid Assn. for Lutherans; Control Data Institute; Pitman Moore, animal health; E. W. Blanch Co., reinsurance services; Copal, photofinishing. It lost: Bandana Square, shopping center; Griffin Co., agricultural prods; Our Own Hardware.

Billings breakdown by media: Newspapers 26%, magazines 24%, radio 14%, spot tv 24%, outdoor 2%, farm publications 9%, yellow pages 1%.

Top execs: Clarence M. Thompson, Jr., chmn-ceo; Al Hietala, exec vp-agricultural; Bill Lau, exec vp-mktg svcs; Rod Booth, sr vp, exec art dir; Duncan Ross, sr vp-western div; Jon Anderson, sr vp, creative svcs mgr; Wayne Engelman, sr vp, secretary, treasurer; Jim Heinz, Jim Hansen, Tom Kuhn, Dick Moore, sr vps. Employees: 167.

Phone: (612) 851-2500. ☑

Communication Trends, Atlanta, reported gross income of $1,157,253 in 1986 on billings of $10,063,075. In 1985, it reported gross income of $1,084,451 on billings of $9,596,914.

The agency's 1986 U.S. volume consisted of $5,350,200 in media, $1,910,342 in materials and services and $2,802,533 in capitalized fees. Its 1985 U.S. volume consisted of $4,837,051 in media, $1,825,063 in materials and services and $2,934,800 in capitalized fees.

The agency did not consolidate its A.A. Dwyer & Associates, design subsidairy.

In 1986, the agency gained: Black Entertainment Television; Home Box Office, Hotel and Motel Group; Turner Broadcasting Sales; Hospice Atlanta. It lost: Falcone International; Control Communication.

Billings breakdown by media: newspapers 10%, magazines 63.4%, radio 0.8%, spot tv 1.2%, cable tv 0.5%, outdoor 3%, business papers 5%, point of sale 0.7%, direct mail 7.5%, direct response radio 0.3%, direct response newspapers 1%, free-standing inserts 4.5%, other 2.1%.

Top execs: Toni A. Dwyer, president, ceo; Anthony G. Bost, sr vp, creative dir; Thomas J. Dunn, sr vp-acct services; Carol Toler, vp, controller. Employees: 14.

Phone: (404) 352-2200.

Communique Direct Marketing, Brookfield, Wis., reported gross income of $822,000 in 1986 on billings of $5,564,980. In 1985, it reported gross income of $560,000 on billings of $4,043,250.

The agency's 1986 U.S. volume consisted of $650,000 in media, $475,000 in materials and services and $4,439,485 in capitalized fees. Its 1985 U.S. volume consisted of $450,000 in media, $425,000 in materials and services and $3,168,250 in capitalized fees.

The agency did not report accounts gained and lost in 1986.

Billings breakdown by media: direct mail 72.2%, direct response magazines 11.1%, telemarketing 16.7%.

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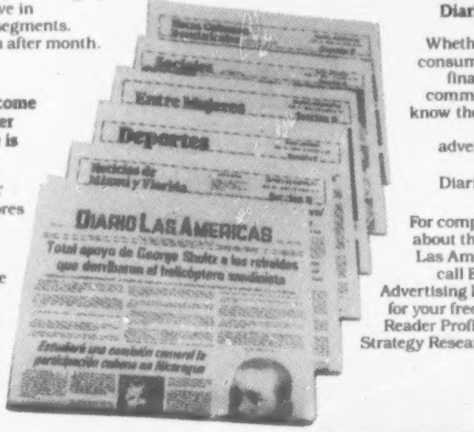
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Top 10 agencies in supplements billings

Rank	Agency	Supplements billings 1986	Supplements billings 1985	U.S. billings 1986	U.S. billings 1985
1	Foote, Cone & Belding Communications	$22.6	$7.2	$1,616.7	$1,430.7
2	Leo Burnett Co.	16.3	28.9	1,361.6	1,269.9
3	BBDO Worldwide	9.0	16.8	1,872.8	1,701.7
4	DFS Dorland Worldwide	8.1	18.1	901.4	861.9
5	Brouillard Communications	6.3	6.8	66.6	71.3
6	Campbell-Mithun	5.7	5.4	380.2	331.8
7	William Esty Advertising Co.	5.1	5.1	510.0	510.0
8	Tatham-Laird & Kudner	5.0	3.5	238.5	235.0
9	Levy, King & White Cos.	4.2	4.2	46.8	29.5
10	Ross Roy Inc.	4.0	3.7	416.0	370.0

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

Top execs: W. Thomas MacArthur, chmn; Timothy J. Keane, president; James D. Marks, vp. Employees: 32.

Phone: (414) 785-0400. ☑

William Cook Advertising, Jacksonville, Fla., reported gross income of $8,269,194 in 1986 on billings of $56,484,562. In 1985, it reported gross income of $6,814,680 on billings of $46,206,703.

Included in the agency's figures were returns from subsidiary, William Cook Public Relations. The agency did not break out its volume.

In 1986, the agency gained: Avondale Travel; Corral Wodiska, Bering Cigars; First Union National Bank; Methodist Hospital, Jacksonville; Neder Properties, builder; SmithKline & French Laboratories; Blackbeard's Forge, Swanks Pizza, Tony Roma's, all restaurants in the Bahamas; Commonwealth Brewery, Bahamas; Private Industry Council of South Fla.; Center for Market Intelligence; D.W. Hutson Construction; Jacksonville Visitors & Convention Bureau; Eastern Foods, Naturally Fresh, Atlanta; Federal Express, Atlanta; Greenwich Group, Atlanta; Haverpride Farms, Birmingham; Tri Data, Bell South affiliate, Atlanta; WXIA-TV, Atlanta; Yancey Bros., Atlanta caterpillar distributor.

It lost: P.I.E. Nationwide, freight carrier; Salvat America; Summerhomes, residential builder & developer; Venture South, resort condos, Gate Lands, Epping Forest development.

Billings breakdown by media: Newspapers 8%, magazines 9%, radio 7%, network tv 6%, spot tv 63%, cable tv 1%, outdoor 2%, business papers 2%, point of sale 0.5%, direct mail 1.5%.

Top execs: William W. Cook, chmn; Bernard C. Schramm Jr., president; J. Carson Eddings, exec vp; Stanley Norton, sr vp, dir-creative svcs; Vps—Robert Cargell, gm pr; Barry Hough, genl mgr-Miami. Shay McNeal, senior vp, gm-Atlanta. Employees: 143 in 3 offices.

Phone: (904) 353-3911. ☑

Frank J. Corbett Inc., Chicago, reported gross income of $5,508,000 in 1986 on billings of $36,738,360. In 1985, it reported gross income of $4,957,000 on billings of $33,063,190. The agency's U.S. volume was in capitalized fees for both years. Corbett is part of Omnicom Group.

Included in the agency's figures were returns from subsidiaries:
- Corbett Market Research, healthcare rsch
- Pragmaton, educational mktg
- Corbett Direct Access, computer assisted programs
- FJC Hospital Group, hospital mktg

In 1986, the agency gained: Abbott Pharmaceuticals; Depakot; Searle Pharmaceuticals; Beta Blocker. It lost: Medical Engineering Corp.

Billings breakdown by media: Medical journals 31.8%, point of sale 22.7%, direct mail 45.5%.

Top execs: Frank J. Corbett, chmn; John J. Fisher, president; James H. Miller, exec vp; John P. Burns sr vp, dir-operations; Judy H. Raymond, vp, secretary & treasurer. Employees: 60.

Phone: (312) 664-5310. ☑

Cosmopulos, Crowley & Daly, Boston, had estimated gross income of $3,000,000 in 1986 on billings of $20,000,000. In 1985, it had estimated gross income of $2,700,000 on billings of $18,000,000.

The agency did not break out billings.

Included in the agency's figures were returns from subsidiary, Cosmopulos, Crowley & Daly Public Relations.

In 1986, the agency gained: Candela Laser Corp.; Dorfman Jewelers; Health Data Institute; Restaurant Suntory; Unique Furnishings. It lost: Droll Yankees Bird Feeders; Cambridge Tire and Car Centers.

Billings breakdown by media: Newspapers 29.495%, magazines 30.5%, radio 26.5%, spot tv 6.0%, outdoor 7.5%, transit 0.005%.

Top execs: Harry Daley, president; Robert Crowley, vp. Employees: 40.

Phone: (617) 266-5500.

Covey & Koons, Canton, Ohio, reported gross income of $494,387 in 1986 on billings of $3,296,868. In 1985, it reported gross income of $484,105 on billings of $3,228,158.

The agency's 1986 U.S. volume consisted of $974,434 in media, $417,615 in materials and services and $1,904,819 in capitalized fees. Its 1985 U.S. volume consisted of $1,152,495 in media, $493,926 in materials and services and $1,581,737 in capitalized fees.

In 1986, the agency gained: Deming Pump; Ekstrom Industries; Meter Devices. It lost: Danner Press Corp.

Billings breakdown by media: newspapers 5%, radio 15%, business papers 78%, direct mail 2%.

Top exec: W. Roderic Covey, president. Employees: 10.

Phone: (216) 456-7381. ☑

Craig, Lamm, Hensley, & Alderman, Houston, reported gross income of $1,577,632 in 1986 on billings of $10,522,805. In 1985, it reported gross income of $1,990,890 on billings of $13,279,236.

The agency's 1986 U.S. volume consisted of $3,476,924 in media, $1,757,238 in materials and services and $5,288,643 in capitalized fees. Its 1985 U.S. volume consisted of $4,161,393 in media, $3,153,556 in materials and services and $5,964,287 in capitalized fees.

In 1986, the agency gained: CCCS-Denver; Memorial City Medical Center; Payne Air Conditioning; Flexitallic; Stewart & Stevenson; Watson Distributing; Wilma Realty Southwest. It lost: United Savings of Texas.

The agency did not breakout billings by media.

Top execs: Don Lamm, chmn, president; Doris Britton, exec vp; Donald Alderman, exec vp-creative; Robert Godwin, exec vp-mktg; Thomas Hensley, exec vp-operations. Employees: 25.

Phone: (713) 621-2680.

Cranford Johnson Robinson Associates, Little Rock, Ark., reported gross income of $2,998,502 in 1986 on billings of $20,000,000. In 1985, it reported gross income of $2,972,849 on billings of $19,828,902.

The agency's 1986 U.S. volume consisted of $5,464,616 in media and $14,535,384 in capitalized fees. Its 1985 U.S. volume consisted of $6,643,873 in media and $13,185,029 in capitalized fees. The agency did not report figures for materials and services in 1986 and 1985.

Included in the agency's figures were returns from subsidiaries:
- Area Marketing/Research Associates
- GraphicType
- American Medical Marketing

The agency opened an office in Shreveport, La., in 1986.

In 1986, the agency gained: Action Material Handling; Arkansas Cash Network; Arkansas Heat Pump Assn.; Blue Cross & Blue Shield of Arkansas; Central Arkansas Co-Operative of McDonald's Restaurants; Central Arkansas Library System; Chenal Properties; Citizens Bank of Jonesboro; Coco Lopez, USA; Committee for Arkansas' Future, Revenue Bond Amendment; Day's Inn, Little Rock; Farm Fresh Catfish Co.; Fasweet; First National Bank of Eastern Arkansas; International Paper; Kaufman & Broad; Kentucky Kingdom; Magic Springs Family Fun Park; Maumelle Land Development; Meyer's Bakeries; Morrilton Security Bank; Newport Hospital; Shreveport Chamber of Commerce; St. Michael Hospital; State Senator Mike Kinard; Stebbins & Roberts, Sterling 12 Star Paints; Stephens Diversified Leasing; Sun Industries; System Energy Resources; U.S. Senator Dale Bumpers; Weight Watchers of Greater Arkansas; Willis-Knighton Medical Center.

It lost: Little Rock Excelsior Hotel; Hunt-Howell Banks.

Billings breakdown by media: Newspapers 31.5%, magazines 17.2%, supplements 0.3%, radio 12%, spot tv 31%, outdoor 8%.

Top execs: Wayne Cranford, chmn; Ron Robinson, president; Jim Johnson, sr vp, creative svcs; Bob Anderson, vp-operations. Employees: 63 in 2 offices. Phone: (501) 376-6251.

CRE Inc., Indianapolis, reported gross income of $1,235,143 in 1986 on billings of $9,871,066. In 1985, it reported gross income of $1,259,522 on billings of $7,280,456.

The agency's 1986 U.S. volume consisted of $1,210,034 in media, $1,059,013 in materials and services and $7,602,019 in capitalized fees. Its 1985 U.S. volume consisted of $1,370,122 in media, $616,555 in materials and services and $5,293,799 in capitalized fees.

In 1986, the agency gained: Kimball International, office furniture div, national furniture div; Artec Furniture div, hospitality div, hospitality furniture, healthcare furniture div; General Devices, cabinetry; Tuchman Cleaners, dry cleaners; CRC Products, restaurant and institutional equipment; Vincennes Univ. It lost: Hugh J. Baker & Co, scaffolding; Mutual Federal Savings & Loan; General Plastics Corp, vinyl siding and related prods.

Billings breakdown by media: newspapers 17.7%, magazines 61.8%, radio 2.8%, spot tv 13.2%, outdoor 3.1%, yellow pages 1.4%.

Top execs: Michael L. Brooks, president; Leslie L. Boyle, exec vp. Employees: 28.

Phone: (317) 631-0260.

Creel Associates, Oak Brook, Ill., reported gross income of $277,000 in 1986 on billings of $1,452,852. In 1985, it reported gross income of $266,850 on billings of $1,280,340.

The agency's 1986 U.S. volume consisted of $165,850 in media, $249,150 in materials and services and $1,037,852 in capitalized fees. Its 1985 U.S. volume consisted of $170,500 in media, $96,000 in materials and services and $1,013,840 in capitalized fees.

In 1986, the agency gained: Land of Lincoln Savings & Loan; Selfix; Consultants Group Benefit Trust. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 40%, magazines 25%, radio 5%, business papers 15%, point of sale 13%, direct mail 2%.

Top exec: David R. Creel, president. Employees: 8.

Phone: (312) 990-0402. ☑

Cronin & Co., Glastonbury, Conn., reported gross income of $1,880,000 in 1986 on billings of $12,100,300. In 1985, it reported gross income of $1,700,000 on billings of $11,000,000.

The agency's 1986 U.S. volume consisted of $3,850,000 in media, $980,000 in materials and services and $7,270,300 in capitalized fees. Its 1985 U.S. volume consisted of $4,464,000 in media, $800,000 in materials and services and $5,736,000 in capitalized fees.

In 1986, the agency gained: National Industrial Bancorp; Barden Corp., bearing mfg; CUSO Management Group, credit union data processing systems; Valmet, Inc., precision measuring equipment. It lost: WTIC-TV; Summit Hotel; Ocean Beach Park.

Billings breakdown by media: Newspapers 43.5%, magazines 19.5%, radio 20.9%, spot tv 8.9%, cable tv 1.9%, outdoor 4%, direct mail 1%.

Top execs: William J. Cronin Jr., president; John N. Riccio, Michael G. Wheeler, principals. Employees: 38.

Phone: (203) 659-0514.

CS&A Advertising, Normal, Ill., had estimated gross income of $1,468,000 in 1986 on billings of $9,512,215. In 1985, it had estimated gross income of $1,046,000 on billings of $6,832,168.

The agency's 1986 U.S. volume consisted of $794,095 in media, $1,567,933 in materials and services and $7,150,187 in capitalized fees. Its 1985 U.S. volume consisted of $253,464 in media, $827,403 in materials and services and $5,751,301 in capitalized fees.

In 1986, the agency gained: Healthtech, Inc., orthotics; Nestle-Beich, fund raising candy. It lost: None.

Billings breakdown by media: Newspapers 1%, magazines 17%, medical journals 2%, point of sale 6%, direct mail 19%, catalogs 55%.

Top execs: Wilson H. Burge, president; Judy Kessinger, vp; W.W. Kessinger, treasurer; Art Calamari, vp, creative scvs; Harold Balagna, finance mgr. Employees: 28.

Phone: (309) 452-0707. ☑

Culver International, Dedham, Mass., had estimated gross income of $50,000 in 1986 on billings of $300,000. The agency did not report data for 1986 and 1985.

Top exec: E.H. Culver, president. Employees: 3.

Phone: (617) 326-8675.

D.P.L. Advertising, Battle Creek, Mich., reported gross income of $423,914 in 1986 on billings of $2,715,466. In 1985, it reported gross income of $500,376 on billings of $3,187,757.

The agency's 1986 U.S. volume consisted of $295,778 in media, $334,993 in materials and services and $2,084,695 in capitalized fees. Its 1985 U.S. volume consisted of $220,000 in media, $448,630 in materials and services and $2,518,726 in capitalized fees.

In 1986, the agency gained: Harc Mercantile Ltd., clothing mfr; Domestic/Dr Kern, appliance mfg; Federal Hose Mfg. Corp.: Midwest Saddlery Co. It lost: Interbake Foods; Hi-lex Corp., cable mfg.

Billings breakdown by media: Newspapers 0.8%, magazines 1.9%, radio 0.4%, business papers 12.4%, farm publications 0.4%, point of sale 3.7%, yellow pages 0.2%, direct mail 4.5%, catalogs 74.3%.

Top execs: Perry Phillips, president; Mark Barry, genl mgr; Lois Munn, production mgr; Harry Kneeland, creative dir. Employees: 12.

Phone: (616) 965-7255. ☑

Darien, Russell, Hill & Dahl, San Jose, Calif., reported gross income of $746,106 in 1986 on billings of $5,485,892. In 1985, it reported gross income of $851,956 on billings of $5,764,555.

The agency's 1986 U.S. volume consisted of $4,571,005 in media, $361,597 in materials and services and $553,290 in capitalized fees. Its 1985 U.S. volume consisted of $4,340,129 in media, $487,677 in materials and services and $936,749 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 15%, magazines 2%, radio 29%, spot tv 49%, cable tv 2.5%, outdoor 0.5%, business papers 1.0%, transit adv 0.5%, direct mail 0.5%.

Top execs: Frank Darien Jr., president; Danny Hill, vp, treasurer; Gary Dahl, vp, secretary; Earle Russell, vp. Agency did not report number of employees.

Phone: (408) 247-2622. ☑

Davidoff & Partners, Fairfield, Conn., reported gross income of $1,996,585 in 1986 on billings of $[illegible]477,249. In 1985, it reported gross income of $1,507,045 on billings of $8,867,350.

The agency's 1986 U.S. volume consisted of $5,271,384 in media, $2,177,912 in materials and services and $4,027,953 in capitalized fees. Its 1985 U.S. volume consisted of $4,371,900 in media, $2,156,808 in materials and services and $2,338,642 in capitalized fees.

In 1986, the agency gained: Alvin Ailey Dance Foundation; Beazley Co, realtors; Cheshire Management Co.; Lindblad Travel; Showtime, the movie channel; UCONN; VSOE Hotels. It lost: Nathan Hale's; Norwich Savings Society; Remington Products.

Billings breakdown by media: Newspapers 16%, magazines 37%, radio 18%, spot tv 15%, outdoor 2%, business papers 9%, direct mail 3%.

Top execs: Denise T. Davidoff, president; Phil La Borie, sr vp, creative dir; Ric Hendee, sr vp, dir-acct svcs; Joni Marks, vp, acct super; Larry Guadagno, vp, production mgr. Employees: 36.

Phone: (203) 255-3425. ☑

DBG&H Unlimited, Dallas, reported gross income of $9,495,000 in 1986 on billings of $63,800,000. In 1985, it reported gross income of $9,729,000 on billings of $64,860,000.

Billings volume for both years was all in media, and included reports from offices in Albuquerque and Santa Fe, N.M., Phoenix, Ariz., and Austin, Dallas, Fort Worth, Houston and San Antonio in Texas. Returns did not include those of subsidiaries:
- TypeHouse, typography
- A Stat in Time, photostats

In 1986, the agency gained: Cinco Ranch, Houston; Tamarron, Durango, Colo.; Lake Ridge Development Co.; Bay Colony Property Co.; McDonald's in San Antonio, pr; Brookhollow Corp.; Hospital Corp of America, Houston; Lower Colorado River Authority; Criswell Development; Harbord Group; Taliesin Gates, Phoenix; Santa Fe Pacific Realty, Phoenix; Skweezin's Corp.; American Assn. of Orthodontists; San Antonio Savings Assn.; One International Centre, San Antonio. It lost: State of New Mexico Economic Development & Tourism. It resigned: The Crescent, Dallas.

Billings breakdown by media: Newspapers 29.2%, magazines 17.7%, radio 23.5%, network tv 17.7%, outdoor 5.9%, direct mail 5.9%.

Top execs: David C. Dozier, chmn; Martha L. Gailier, president DBG&H/Dallas; Sharon J. Baca, exec vp. Employees: 125 in 8 offices, down from 235 in 7 offices in 1985.

Phone: (214) 871-2151. ☑

Decker Guertin Cheyne, Hartford, Conn., reported gross income of $1,796,091 in 1986 on billings of $13,070,641. In 1985, it reported gross income of $1,502,310 on billings of $10,986,200.

The agency's 1986 U.S. volume consisted of $634,942 in media, $2,066,110 in materials and services and $10,369,589 in capitalized fees. Its 1985 U.S. volume consisted of $175,950 in media, $2,436,865 in materials and services and $8,373,385 in capitalized fees.

In 1986, the agency gained: Aetna Life & Casualty, exec recruiting; Cigna

Health Plan of Connecticut, pr; Connecticut National Life Insurance Co.; Contromatics, industrial; Connecticut Resource Recovery Authority, pr; Infertility Center of New York, pr; Suffield Savings Bank; Torrington Co., industrial; WFSB-TV. It lost: Glacial Confections; Simon Konover & Associates; Lightnet, fiber optic network.

The agency did not break out billings by media.

Top execs: James B. Decker, chmn; Paul D. Guertin, ceo; Craig F. Cheyne, president; Ronald Nonken, sr vp, creative dir; Arthur C. Savage, mng partner-Business Communications Group; Jay S. Durepo, vp, chief copywriter; Carol J. Despres, vp, prod mgr; Joanne Croteau, vp, acct mgr; Margaret J. Chatey, vp, acct super; Louis J. Golden, vp, dir pr. Employees: 34.

Phone: (203) 522-6633. ☑

Dektas & Eger, Cincinnati, reported gross income of $941,045 in 1986 on billings of $8,693,001. In 1985, it reported gross income of $657,678 on billings of $5,635,352.

The agency's 1986 U.S. volume consisted of $3,666,766 in media, $1,943,321 in materials and services and $3,082,914 in capitalized fees. Its 1985 U.S. volume consisted of $2,742,465 in media, $811,634 in materials and services and $2,081,253 in capitalized fees.

In 1986, the agency gained: Santa Catalina; Retirement Community; Deaconess Recruitment; CRI, Inc., a united appeal organization. It lost: Getz Jewelers; Brendamour's.

Billings breakdown by media: newspapers 1.3%, magazines 36.1%, radio 17.4%, spot tv 37.9%, outdoor 3.7%, yellow pages 0.8%, direct mail 2.8%.

Top execs: Michael C. Dektas, president; Donald L. Eger Jr., exec vp; John D. MacDonald, sr vp; Jackie Duffy, vp-production; Ken Gunkel, vp-health care. Employees: 18.

Phone: (513) 621-7070. ☑

Detrow & Underwood, Ashland, Ohio, reported gross income of $1,909,590 in 1986 on billings of $4,875,754. In 1985, it reported gross income of $1,956,787 on billings of $5,017,855.

The agency's 1986 U.S. volume consisted of $710,266 in media, $676,191 in materials and services and $3,489,297 in capitalized fees. Its 1985 U.S. volume consisted of $656,095 in media, $760,821 in materials and services and $3,600,939 in capitalized fees.

Included in the agencies figures were returns from its Promotion One subsidiary.

In 1986, the agency gained: Singer Products Corp, industrial div. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 5%, magazines 25%, business papers 55%, yellow pages 5%, direct mail 10%.

Top execs: Jack M. Detrow, ceo; Gary D. Underwood, exec vp-creative; Michael W. Detrow, exec vp-media and finance. Employees: 16.

Phone: (419) 289-0265. ☑

David Deutsch Associates, New York, reported gross income of $6,067,550 in 1986 on billings of $40,451,800. In 1985, it reported gross income of $5,848,600 on billings of $38,992,000.

The agency's 1986 U.S. volume consisted of $36,100,000 in media, $1,415,000 in materials and services and $2,936,800 in capitalized fees. Its 1985 U.S. volume consisted of $34,800,000 in media, $1,389,000 in materials and services and $2,803,000 in capitalized fees.

In 1986, the agency gained: Loewe, Madrid, Spain, leather goods; New American Library, publisher; GMC Truck Dealers, N.Y., N.J., Conn.; Long Island Jewish Hospital. It lost: Commtek Publishing, *Satellite Orbit Magazine.*

Billings breakdown by media: newspapers 10%, magazines 29%, radio 15%, spot tv 31%, cable tv 5%, outdoor 2%, business papers 4%, transit 1%, point of sale 0.5%, direct mail 2.5%.

Top execs: David Deutsch, chmn; James Aucone, president; Rocco Campanelli, vice chmn; Donald Deutsch, exec vp; J. Kevin Buckley, sr vp. Employees: 66.

Phone: (212) 867-0044. ☑

Devon Direct Marketing & Advertising, Malvern, Pa., had estimated gross income of $3,190,135 in 1986 on billings of $21,278,200. In 1985, it had estimated gross income of $876,935 on billings of $5,849,156.

The agency is a general direct marketing agency and reports all its volume as capitalized fees.

In 1986, the agency gained: US Sprint, Telecommunications/Dial "1; QVC Network, home shopping; Manfra, Tordella, Brookes, coin and precious metals. It resigned: MCI Communications.

Billings breakdown by media: Newspapers 0.2%, magazines 0.2%, direct mail 99.7%.

Top execs: Ronald D. Greene, James T. Perry, mg partners. Employees: 30, up from 8 in 1985.

Phone: (215) 644-0333. ☑

Didday & Branch, Cincinnati, reported gross income of $858,388 in 1986 on billings of $5,543,913. In 1985, it reported gross income of $682,930 on billings of $4,479,513.

The agency's 1986 U.S. volume consisted of $109,912 in media, $1,129,149 in materials and services and $4,304,852 in capitalized fees. Its 1985 U.S. volume consisted of $98,217 in media, $511,102 in materials and services and $3,870,194 in capitalized fees.

The agency did not report any accounts gained or lost in 1986.

Billings breakdown by media: Magazines 5%, point of sale 25%, direct mail 20%, catalogs 50%.

Top execs: Kerry B. Didday, president; Harold Branch, exec vp, treasurer. Employees: 19.

Phone: (513) 751-1730. ☑

Direct Marketing Agency, Stamford, Conn., reported gross income of $9,128,210 in 1986 on billings of $60,361,021. In 1985, it reported gross income of $9,610,469 on billings of $63,398,500.

The agency's 1986 U.S. volume consisted of $2,957,000 in materials and services and $57,404,021 in capitalized fees. Its 1985 U.S. volume consisted of $67,800 in media, $3,967,700 in materials and services and $59,363,000 in capitalized fees.

In 1986, the agency gained: CoreStates Bank of Delaware, NA; Range Rover of NA; Ayerst Laboratories; TM Marketing; Burroughs Wellcome Co.; Janssen Pharmaceutical; Medicus Intercon International; Resource Control Systems; Bartlett Tree Expert Co.; Beiersdorf, Inc.; Marine Midland Bank; Fidelity Investment. It lost: None.

Billings breakdown by media: Direct mail 95%; other 5%.

Top execs: Norman J. Suslock, chmn & president; Ira Wolff, Robert J. McKeown, exec vps; Samuel Raskin, Richard C. Wharton, sr vps. Employees: 98.

Phone: (203) 357-7895. ☑

Dodson, Craddock & Born Advertising, Pensacola, Fla., had estimated gross income of $515,000 in 1986 on billings of $3,378,150. In 1985, it had estimated gross income of $417,000 on billings of $2,746,416.

The agency's 1986 U.S. volume consisted of $1,047,921 in media, $310,500 in materials and services and $2,019,729 in capitalized fees. Its 1985 U.S. volume consisted of $857,600 in media, $194,700 in materials and services and $1,694,116 in capitalized fees.

In 1986, the agency gained: West Florida Hospital; Phillips & Walker Financial Services; Air Design Systems; Sun Coast Cruises. It lost: McDonald's, Pensacola; All Pro Auto Parts.

Billings breakdown by media: Newspapers 21.4%, magazines 11.7%, supplements 10.4%, radio 17.2%, spot tv 22.4%, cable tv 0.7%, outdoor 7.9%, point of sale 2.6%, yellow pages 3.6%, direct mail 0.5%, catalogs 1.5%, freestanding inserts 0.05%.

Top execs: Frank Craddock, president; Harriet Krippes, vp. Employees: 10.

Phone: (904) 433-8314. ☑

Doe-Anderson Advertising Agency, Louisville, Ky., reported gross income of $4,025,512 in 1986 on billings of $27,285,058. In 1985, it reported gross income of $3,918,995 on billings of $26,452,903.

The agency's 1986 U.S. volume consisted of $13,212,519 in media, $3,180,196 in materials and services and $10,892,343 in capitalized fees. Its 1985 U.S. volume consisted of $13,855,283 in media, $2,328,862 in materials and services and $10,268,758 in capitalized fees.

In 1986, the agency gained: Instant Products, Inc.; Druther's Restaurants; Alcan Aluminum Corp.; Dairymen, Inc., aseptic prods. It lost: McDonald's Co-op; North American Van Lines, yellow pages.

Billings breakdown by media: Newspapers 12.6%, magazines 28.1%, radio 5.4%, spot tv 14.1%, outdoor 5.4%, business papers 20.8%, yellow pages 13.6%.

Top execs: Robert S. Allison, president-ceo; James S. Lindsey, Philip D. Payne, exec vps; James E. Broome, Barbara Dutschke, James H. Giles, Martin Jewett, David G. Wilkins, vps. Employees: 69.

Phone: (508) 589-1700. ☑

Dorland & Sweeney, Philadelphia, reported gross income of $1,354,936 in 1986 on billings of $9,069,440. In 1985, it reported gross income of $1,270,425 on billings of $8,577,839.

The agency's 1986 U.S. volume consisted of $301,637 in media, $745,387 in materials and services and $8,022,416 in capitalized fees. Its 1985 U.S. volume consisted of $481,849 in media, $877,976 in materials and services and $7,218,014 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 16.5%, magazines 46.7%, point of sale 7.3%, direct mail 29.5%.

Top execs: Harry A. Sweeney Jr., president, creative dir; Richard Jones, exec vp, design dir; Maryrita F. Sweeney, Barbara G. Zehender, sr vps. Employees: 22.

Phone: (215) 625-0111. ☑

Dallas C. Dort & Co., Flint, Mich., reported gross income of $881,238 in 1986 on billings of $5,875,169. In 1985, it reported gross income of $868,858 on billings of $5,795,283.

The agency's 1986 U.S. volume consisted of $142,685 in media, $6,097 in materials and services and $5,726,387 in capitalized fees. Its 1985 U.S. volume was all in capitalized fees.

In 1986, the agency gained: Kessel Food Markets; Gil Sabuco Associates, real estate; Citizens Banking Corp.; Total Video; HealthPlus of Puerto Rico, HMO; WNEM-TV; NewCentury Bank. It lost: NewCentury Bank; Skaff, carpet and furniture; Saratoga Hospital.

The agency did not break out media billings.

Top exec: Dallas C. Dort, president. Employees: 14.

Phone: (313) 238-4677. ☑

Doyle Graf Mabley, New York, reported gross income of $5,136,600 in 1986 on billings of $34,245,400. In 1985, it reported gross income of $4,747,300 on billings of $31,650,000.

The agency's 1986 U.S. volume consisted of $22,716,300 in media, $8,268,800 in materials and services and $3,260,300 in capitalized fees. Its 1985 U.S. volume consisted of $21,387,600 in media, $7,140,900 in materials and services and $3,121,500 in capitalized fees.

In 1986, the agency gained: Steuben Glass; Penn Mutual; Olivetti, USA; Commercial Office of Spain. It lost: Olympia USA.

Billings breakdown by media: Newspapers 11.8%, magazines 41.2%, radio 11.8%, spot tv 33.0%, outdoor 1.1%, business papers 0.6%, direct mail 0.5%.

Top execs: William S. Doyle, president-ceo; Hubert Graf, exec vp, creative dir worldwide; Charles Fredericks, Jr., exec vp, coo; Thomas Mabley III, exec vp, creative dir, U.S. Employees: 71.

Phone: (212) 687-2300.

Drossman Lehmann Marino, New York, reported gross income of $2,350,000 in 1986 on billings of $22,492,000. In 1985, it reported gross income of $1,765,000 on billings of $17,332,000.

The agency's 1986 U.S. volume consisted of $14,920,000 in media, $2,650,000 in materials and services and $4,922,000 in capitalized fees. Its 1985 U.S. volume consisted of $11,694,000 in media, $1,869,000 in materials and services and $3,769,000 in capitalized fees.

In 1986, the agency gained: Bolton's, women's clothing; J&D Brauner, butcher block; Best Foods, new prods. It lost: Friendly Press Publications.

Billings breakdown by media: News-

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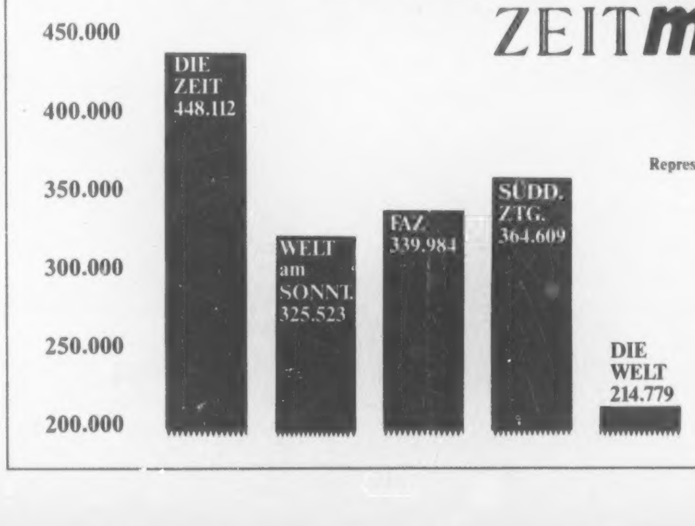

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Top 10 agencies in business paper billings

Rank	Agency	Business paper billings 1986	Business paper billings 1985	U.S. billings 1986	U.S. billings 1985
1	Fahlgren & Swink	$25.1	$24.5	$113.9	$84.6
2	Ketchum Communications	24.4	19.8	488.5	379.5
3	BBDO Worldwide	22.2	31.2	1,872.8	1,701.7
4	HCM	22.2	28.5	177.6	165.4
5	William R. Biggs/Gilmore Associates	21.1	21.2	60.3	53.0
6	NW Ayer	18.7	25.5	672.0	652.0
7	Cole & Weber	16.3	16.6	90.5	110.5
8	DFS Dorland Worldwide	15.3	22.4	901.4	861.9
9	Meldrum & Fewsmith	15.0	12.7	82.8	69.0
10	Sullivan Higdon & Sink	13.5	14.7	17.4	19.0

NOTES: Dollars in millions.

Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

papers 10%, magazines 10.3%, radio 5%, network tv 69.7%, spot tv 5%.

Top execs: Neil Drossman, chmn; Charles Lehmann, president; Domenick Marino, exec vp. Employees: 25.

Phone: (212) 627-9340. ☑

Dudreck DePaul Ficco & Morgan, Pittsburgh, reported gross income of $2,372,000 in 1986 on billings of $17,500,000. In 1985, it reported gross income of $2,020,000 on billings of $15,250,000.

The agency's 1986 U.S. volume consisted of $8,645,000 in media, $2,500,000 in materials and services and $6,355,000 in capitalized fees. Its 1985 U.S. volume consisted of $6,420,000 in media, $2,180,000 in materials and services and $6,650,000 in capitalized fees.

In 1986, the agency gained: Security Savings Mortgage; Ryan Homes Pittsburgh Market; Profile Corp.; Deep Rock Water Co.; Florida Eastern Development; Angelisanti Winery. It lost: Verosol U.S.A.; Manor House Stores; Hedstrom Co.

Billings breakdown by media: Newspapers 13%, magazines 4.4%, radio 13.3%, spot tv 50.3%, cable tv 2.3%, outdoor 4.%, business papers 6.9%, transit 0.3%, point of sale 0.9%, direct mail 4.6%.

Top execs: Albert W. Dudreck, chmn & ceo; John D. DePaul, president; James V. Ficco Jr., exec vp; Paul J. Morgan, exec vp-creative operations. Lee Karon, sr vp-media; Gary L. Doughty, sr vp-finance; Edward M. Zebert, sr vp-operations. Employees: 41 in 2 offices.

Phone: (412) 261-2580.

Duffy & Shanley, Providence, R.I., reported gross income of $2,441,833 in 1986 on billings of $16,287,026. In 1985, it reported gross income of $2,124,000 on billings of $14,233,900.

The agency's 1986 U.S. volume consisted of $4,202,830 in media, $2,364,092 in materials and services and $9,720,104 in capitalized fees. Its 1985 U.S. volume consisted of $2,968,784 in media, $1,660,396 in materials and services and $9,604,720 in capitalized fees.

In 1986, the agency gained: Days Inns of America, Northeast Region; Inn America; Quincy Savings; Ocean State Physicians Health Corp.; Nestle Co., Confection div; Chili's Grill & Bar Restaurants, div of Dunkin'; Ventures Corp. It lost: MARCAM, computer software; MetroNet, paging svcs.

Billings breakdown by media: Newspapers 39%, magazines 19%, radio 12%, spot tv 20%, outdoor 10%.

Top execs: David A. Duffy, president; Joseph V. Shanley, Robert L. Newbert Jr., exec vps. Employees: 50.

Phone: (401) 274-0001. ☑

Dugan/Farley Communications Association, Upper Saddle River, N.J., reported gross income of $5,976,150 in 1986 on billings of $39,222,408. In 1985, it reported gross income of $5,238,215 on billings of $34,291,977.

The agency's 1986 U.S. volume consisted of $5,512,070 in media, $4,090,276 in materials and services and $29,620,062 in capitalized fees. Its 1985 U.S. volume consisted of $4,899,618 in media, $3,635,801 in materials and services and $25,756,558 in capitalized fees.

In 1986, the agency gained: Lederle Laboratories, Materna, Neptazane, Diamox; Merck Sharp & Dohme, Recombivax. The agency did not report accounts lost in 1986.

Billings breakdown by media: Medical journals 70%, direct mail 12%, telemarketing 3%, other 15%.

Top execs: John P. Dugan, president; E. John Farley, exec vp; Eric Rathje, Martin Ross, sr vps; Clayton L. Warrington Jr., sr vp-client svcs. Employees: 48.

Phone: (201) 934-0720.

Durfee Advertising, Boston, reported gross income of $465,000 in 1986 on billings of $3,100,000. In 1985, it reported gross income of $350,000 on billings of $2,330,000.

The agency did not break out billings.

In 1986, the agency gained: Teli telephones; Avco Systems Textron; Bay State Savings Bank; Coyle Insurance; The Hilton, Dedham Place; Lotus Development Corp., projects; Keystone Investments, projects. It lost: Triangle Capital Corp.; Daniels Printing Co.

Billings breakdown by media: Newspapers 10%, magazines 65%, medical journals 10%, radio 5.2%, spot tv 5.2%, outdoor 2%, direct mail 0.6%, direct response newspapers 1.1%, free-standing inserts 0.9%.

Top execs: William Durfee, president, creative dir; Joan Wright, media dir; Todd Hoffman, acct super. Employees: 9.

Phone: (617) 350-0949. ☑

Charles Edelstein Advertising, Holland, Pa., had estimated gross income of $44,200 in 1986 on billings of $289,900. In 1985, it had estimated gross income of $29,800 on billings of $198,815.

The agency's 1986 U.S. volume consisted of $150,000 in media, $6,500 in materials and services and $133,400 in capitalized fees. Its 1985 U.S. volume consisted of $108,000 in media, $6,333 in materials and services and $84,482 in capitalized fees.

In 1986, the agency gained: UWE Sunstream; Thermal Instrument. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 7%, magazines 5%, radio 3%, spot tv 10%, business papers 60%, direct mail 15.

Top execs: Charles Edelstein, president; Susan Edelstein, vp-media; E. Cohen, creative; L. Edelstein, vp, office mgr; D. Edelstein, vp-traffic. Employees: 5.

Phone: (215) 355-5015. ☑

Edwin Bird Wilson, New York, reported gross income of $6,394,317 in 1986 on billings of $45,778,825. In 1985, it reported gross income of $5,231,819 on billings of $40,138,765.

The agency's 1986 U.S. volume consisted of $18,142,832 in media, $7,361,401 in materials and services and $20,274,592 in capitalized fees. Its 1985 U.S. volume consisted of $20,892,177 in media, $5,524,370 in materials and services and $13,722,218 in capitalized fees.

In 1986, the agency gained: *Business Week*; Arts & Entertainment Network; CIT Corp; Hamilton Watch Corp. It lost: Ricoh Cameras.

Billings breakdown by media: Newspapers 25%, magazines 30%, radio 8%, network tv 5%, spot tv 10%, cable tv 4%, outdoor 3%, business papers 10%, catalogs 2%; direct response tv 2%; direct response newspapers 1%.

Top execs: Delano W. Ladd, chmn; James N. Harvey, president; Hubert J. Donlon, vice chmn; Howard Gelman, sr vp, treasurer; Larry M. Adler, Laurence Boschetto, Bruce Wager, sr vps. Employees: 81.

Phone: (212) 684-5220. ☑

Ehrig & Associates, Seattle, reported gross income of $2,101,400 in 1986 on billings of $14,017,017. In 1985, it reported gross income of $2,550,600 on billings of $17,004,182.

The agency's 1986 U.S. volume consisted of $8,686,100 in media, $1,486,756 in materials and services and $3,844,161 in capitalized fees. Its 1985 U.S. volume consisted of $9,077,207 in media, $2,094,100 in materials and services and $5,832,875 in capitalized fees.

In 1986, the agency gained: Admiral Cruise Lines; HUD, Seattle region; West America Associates, real estate developer; Apple Computer, northwest region. It lost: Bellevue Square Managers; Family Life Insurance; Bekins Moving & Storage.

Billings breakdown by media: Newspapers 52%, magazines 7%, radio 14%, spot tv 13%, outdoor 3%, business papers 7%, transit 3%, yellow pages 1%.

Top execs: Jack Ehrig, president-chmn; Vicki Brems, exec vp, creative dir. Employees: 38.

Phone: (206) 441-6666. ☑

Eisner & Associates, Baltimore, reported gross income of $5,069,126 in 1986 on billings of $37,718,045. In 1985, it reported gross income of $4,314,049 on billings of $30,097,866.

The agency's 1986 U.S. volume consisted of $21,686,750 in media, $4,235,400 in materials and services and $11,795,895 in capitalized fees. Its 1985 U.S. volume consisted of $18,471,988 in media, $3,228,785 in materials and services and $8,397,083 in capitalized fees.

Included in the agencies returns were subsidiaries:
- Eisner/Seder
- Sojourn Productions
- Eisner, Held & Petrou
- Eisner Market Research

In 1986, the agency gained: Carpet Fair/Bill's Carpet Warehouse; Popeye's Fried Chicken; Ramada Inns, East Coast; MTA, Baltimore mass transit; Sylvania Shoes; WJZ-TV; Minolta. It lost: Luskin's, appliance dealer; English's, restaurant; Horn & Horn, restaurant.

Billings breakdown by media: newspapers 15.6%, magazines 4%, radio 10%, network tv 9.1%, spot tv 16.1%, cable tv 3%, business papers 4%, point of sale 3%, direct mail 3%, direct response tv 16.1%, direct response radio 9%, direct response newspapers 4.8%, direct response magazines 2%, free-standing inserts 0.3%.

Top execs: Henry W. Eisner, chmn; Steven C. Eisner, president; John Ciotti, sr vp, cfo; Thomas Bodiker, Sidney Cohen, Dan Stachurski, Sharyn Williamson, sr vps; Byron Tucker, sr vp-creative. Employees: 80 in 4 offices.

Phone: (301) 685-3390. ☑

Elgee Corp., Spokane, Wash., reported gross income of $306,215 in 1986 on billings of $2,041,539. In 1985, it reported gross income of $297,542 on billings of $2,230,459.

The agency's 1986 U.S. volume consisted of $1,061,675 in media, $769,926 in materials and services and $209,938 in capitalized fees. Its 1985 U.S. volume consisted of $1,010,578 in media, $715,946 in materials and services and $257,215 in capitalized fees.

In 1986, the agency gained: Jeans Chateau Petit, children clothing; Ron's Thrift Foods; Carousel, Italian Food; Columbia Motors, Mercedes dealership; Express Line Communications, pay phone mfr; Alec Gordon Enterprises, toilet seats; Williams & Macias, MacIntosh disk labeler; Spokane Precision Spring, spring mfr. It lost: Carousel, Italian Food; Jeans Chateau Petit.

The agency did not break out billings by media.

Top execs: Mike Elgee, president; Mary Ann Sleeth, vp acct services. Employees: 7.

Phone: (509) 535-0631.

Elgin/Syferd, Seattle, reported gross income of $3,896,555 in 1986 on billings of $28,228,083. In 1985, it reported gross income of $3,060,349 on billings of $21,753,156.

The agency's 1986 U.S. volume consisted of $13,330,888 in media, $3,189,324 in materials and services and $11,707,871 in capitalized fees. Its 1985 U.S. volume consisted of $11,598,977 in media, $2,561,238 in materials and services and $7,592,941 in capitalized fees.

The agency did not consolidate subsidiary, Hornall-Anderson Design Works, graphic arts.

In 1986, the agency gained: Adworks, retail ad service; American Composite Tech, composite material consulting engineers; E.J. Bartells, distribution & mfr of industrial insulation; Cameras West; Foss Maritime, marine tugboat service; Golen & Harris, pr service; Gray Line of Alaska; Harris & Love, adv svc; Idaho First, banking svc; Jansport, recreational equipment; McDonald's of Alaska; Nordstrom, retail clothing; Prudential Bank; Software Research, mini computer software; Weyerhaeuser Paper; Muzak.

It lost: Alaska Airlines, PR; Hart Crowser, engineering consultant; Nintendo, electronic games mfr; Pacific Linen.

Billings breakdown by media: Newspapers 28%, magazines 33%, radio 15%, spot tv 22%, outdoor 0.5%, business papers 1%, transit 0.5%.

Top execs: Ron Elgin, president; Dave Syferd, exec vp. Employees: 66.

Phone: (206) 442-9900. ☑

Elkman Advertising, Bala Cynwyd, Pa., reported gross income of $6,940,000 in 1986 on billings of $46,289,000. In 1985, it reported gross income of $5,965,250 on billings of $36,500,000.

The agency's 1986 U.S. volume consisted of $15,900,000 in media, $4,376,000 in materials and services and $26,013,000 in capitalized fees. Its 1985 U.S. volume consisted of $15,000,000 in media, $3,500,000 in materials and services and $18,009,000 in capitalized fees.

In 1986, the agency gained: Wall to Wall Sound & Video; Schatz Management, American Greetings div; Hollin Corp.; Hilton of Philadelphia; Chestnut Hill Hospital. It lost: Herr Foods; Lionel Leisure.

Billings breakdown by media: Newspapers 35.5%, magazines 3.1%, radio 15.7%, spot tv 40.2%, cable tv 0.5%, outdoor 2.2%, direct response newspapers 2.8%.

Top execs: Stanley Elkman, ceo; Donald M. Tuckerman, president; Donald Rosenblit, sr exec vp; David Phillips, exec vp; Tim Colestock, Martin Sherman, sr vps. Employees: 117 in 2 offices.

Phone: (215) 835-2400. ☑

Emerson Lane Fortuna, Boston, reported gross income of $2,518,000 in 1986 on billings of $20,524,000. In 1985, it reported gross income of $1,827,000 on billings of $15,123,000.

The agency's 1986 U.S. volume consisted of $7,019,000 in media, $2,613,000 in materials and services and $10,892,000 in capitalized fees. Its 1985 U.S. volume consisted of $4,538,000 in media, $1,787,000 in materials and services and $8,798,000 in capitalized fees.

In 1986, the agency gained: Almys Department Stores; Eliot Bank; WMJX/WMEX. It lost: Harvard Community Health Plan.

Billings breakdown by media: Newspapers 10.3%, magazines 7.7%, radio 31.3%, spot tv 28.9%, cable tv 1.2%, outdoor 2.8%, business papers 2.2%, transit 1.7%, point of sale 2.6%, yellow pages 0.5%, direct mail 2.4%, catalogs 0.4%, direct response tv 0.3%, direct response radio 0.2%, direct response newspapers 3.1%, direct response magazines 3.1%, free-standing inserts 1.3%.

Top execs: Richard B. Emerson, president; Keith D. Lane, sr vp, creative dir; Michael B. Fortuna, sr vp, creative dir; James M. Casey, sr vp, dir-client svcs. Employees: 46.

Phone: (617) 720-2424. ☑

Emerson Marketing Agency, New York, reported gross income of $892,403 in 1986 on billings of $5,790,025. In 1985, it reported gross income of $866,411 on billings of $5,621,384.

The agency's 1986 U.S. volume consisted of $644,162 in media, $438,471 in materials and services and $4,708,079 in capitalized fees. Its 1985 U.S. volume consisted of $625,400 in media, $425,700 in materials and services and $4,579,284 in capitalized fees.

In 1986, the agency gained: Printronic Corp. of America; Retrieval Masters Creditors Bureau; *Inc.* magazine, special projects; Parfums Phenix, special projects; Dailey-Thurp Travel; Super Connection. It lost: CCMI, McGraw-Hill.

Billings breakdown by media: Newspapers 3%, supplements 5%, business papers 8%, direct mail 21%, catalogs 14%, direct response radio 2%, direct response newspapers 19%, direct response magazines 23%, free-standing inserts 5%.

Top exec: Andi Emerson, president. Employees: 5.

Phone: (712) 213-0320.

John Emmerling Inc., New York, reported gross income of $2,201,000 in 1986 on billings of $15,277,000. In 1985, it reported gross income of $2,103,970 on billings of $14,027,000.

The agency's 1986 U.S. volume consisted of $11,432,000 in media, $3,107,000 in materials and services and $738,000 in capitalized fees. Its 1985 U.S. volume consisted of $10,135,130 in media, $2,820,000 in materials and services and $1,071,870 in capitalized fees.

In 1986, the agency gained: Dean International, foreign currency & precious metals; Italian Trade Commission, Italian shoes; Magazine Publishers Assn.; New York Hall of Science. It lost: Showell Farms, Cookin' Good brand chicken.

Billings breakdown by media: Newspapers 10%, magazines 40%, radio 20%, spot tv 20%, outdoor 5%, business papers 5%.

Top execs: John Emmerling, chmn; James R. Guthrie, president; Arthur P. Gilmore, exec vp; Russell G. Finley, sr vp. Employees: 18.

Phone: (212) 751-7460.

Enslin & Hall Advertising, Tampa, Fla., reported gross income of $2,592,720 in 1986 on billings of $17,293,442. In 1985, it reported gross income of $2,307,855 on billings of $15,393,392.

The agency's 1986 U.S. volume consisted of $7,152,119 in media, $1,436,179 in materials and services and $8,705,144 in capitalized fees. Its 1985 U.S. volume consisted of $5,869,703 in media, $1,611,301 in materials and services and $7,912,388 in capitalized fees.

In 1986, the agency gained: Gulfcoast AMC/Jeep/Renault; Innova, Qualicorp, Inc.; United div of Pfizer; Wendy's Alabama; GTE Data Services; St. Joseph's Hospital. It lost: Mrs. T's; Tampa Airport Hilton; Sheraton Sand Key; Linder Industrial; Good Property Co.

Billings breakdown by media: Newspapers 12.4%, magazines 6.4%, medical journals 0.9%, radio 24.3%, spot tv 45%, outdoor 8.4%, business papers 1.8%, direct mail, 0.2%; free-standing inserts, 0.6%.

Top execs: H. Thomas Hall III, chmn; Glen C. Peak, president; Keith D. Gold, sr vp, creative; Timothy F. Gardner, vp-treasurer. Employees: 44,

down from 50 in 1985.
Phone: (813) 223-5684.

Ephron, Raboy, Tsao & Kurnit Advertising, New York, reported gross income of $6,590,400 in 1986 on billings of $43,936,200. In 1985, it reported gross income of $6,429,600 on billings of $42,864,600.

The agency's 1986 U.S. volume consisted of $40,509,200 in media, $2,724,000 in materials and services and $703,000 in capitalized fees. Its 1985 U.S. volume consisted of $39,161,700 in media, $2,961,900 in materials and services and $741,000 in capitalized fees.

In 1986, the agency gained: DataEase International, pc business software; Sanofi Beauty Products, Stendhal Cosmetics & Skincare, Krizia Fragrances, Van Cleef & Arpel Fragrances, Charles Jourdan Fragrances; Russell Corp., fleece wear manufacturers. It lost: Caldor, discount department store chain.

Billings breakdown by media: Newspapers 3.1%, magazines 12.7%, supplements 1%, radio 4.6%, network tv 9%, spot tv 49%, cable tv 1.5%, outdoor 0.3%, business papers 5.8%, transit 0.6%, direct mail 1.7%, direct response tv 1.6%, direct response newspapers 8%; direct response magazines 1.1%.

Top execs: Dick Raboy, chmn, co-creative director; Erwin Ephron, president-coo; Alex Tsao, exec vp, co-creative dir; Richard Sawyer, sr vp, dir-client svcs; Robert Marks, sr vp, group acct dir; Arnold Wechter, sr vp, dir corp dev; Ann-Marie Light, sr vp, exec art dir; Edythe Stevenson, sr vp, copy super; Ruby Gottlieb, sr vp, media dir. Employees: 56.
Phone: (212) 688-4000. ☑

Epsilon, Burlington, Mass., had estimated gross income of $7,200,000 in 1986 on billings of $47,739,000. In 1985, it had estimated gross income of $5,930,000 on billings of $35,772,000.

The agency's 1986 U.S. volume consisted of $24,677,000 in materials and services and $18,956,000 in capitalized fees. Its 1985 U.S. volume consisted of $21,458,000 in materials and services and $14,314,000 in capitalized fees.

In 1986, the agency gained: Lotus Development Corp; Covenant House, New Yo[illegible]ARP. The agency did not report accounts lost in 1986.

Top execs: Thomas O. Jones, president, chmn; John E. Groman, sr vp-direct response; Robert J. Drummond, sr vp-mkgt; Timothy F. Hult, sr vp-info services. Employees: 730 in 4 offices.
Phone: (617) 273-0250.

Eric Ericson & Associates, Nashville, Tenn., reported gross income of $5,081,032 in 1986 on billings of $35,952,638. In 1985, it reported gross income of $4,372,007 on billings of $31,179,943.

The agency's 1986 U.S. volume consisted of $13,649,483 in media, $5,685,710 in materials and services and $16,617,445 in capitalized fees. Its 1985 U.S. volume consisted of $12,135,236 in media, $4,619,518 in materials and services and $14,425,189 in capitalized fees.

In 1986, the agency gained: Equicor; Murray bikes and mowers; Winners Corp.; Thomas Nelson Publishing. The agency did not report any accounts lost. Billings breakdown by media: Newspapers 12.6%, magazines 19.1%, supplements 13.3%, network tv 47.8%, spot tv 4.2%, cable tv 2.8%, yellow pages 0.2%.

Top execs: Eric N. Ericson, chmn; Janice Wendell, vice chmn; Gary R. Haynes, president. Employees: 94.
Phone: (615) 242-1050. ☑

Fairfax Advertising, Indianapolis, reported gross income of $4,925,000 in 1986 on billings of $33,850,000. In 1985, it reported gross income of $3,633,000 on billings of $34,153,000.

The agency did not break out its U.S. volume.

In 1986, the agency gained: Epson, White Consolidated, Andi Co., Uniden. Losses: None.

Top execs: Robert D. McQuade, ceo; James W. Lindsey, vice chmn; Brad Unroe; sr vp; Milt Stewart, cfo. The agency has offices in New York and Irvine, Calif.
Phone: (317) 873-5900 ☑

Faller, Klenk & Quinlan, Buffalo, N.Y., reported gross income of $8,035,982 in 1986 on billings of $53,617,432. In 1985, it reported gross income of $8,027,642 on billings of $51,456,480.

The agency's 1986 U.S. volume consisted of $19,711,926 in media, $16,743,095 in materials and services and $17,162,411 in capitalized fees. Its 1985 U.S. volume consisted of $24,583,494 in media, $14,437,925 in materials and services and $12,435,061 in capitalized fees.

Included in the agencies figures were returns from subsidiaries:
- Direct Marketing Division
- Public Relations Division
- Runco Photo Studios

In 1986, the agency gained: Super Duper Markets; Fisher-Price Toys; Marvel Comics Group; Goldome Bank; Cookin' Good Chicken; Dash n' Karry; Dollar Rent-A-Car; Crystal Beach Park; Seabreeze Amusement Park. It lost: Lockport Savings Bank; Empire of America; Paramount Pictures; Gallery of Homes; Walden Lakes; Valid Logic.

Billings breakdown by media: Newspapers 16.8%, magazines 20.2%, medical journals 3.2%, supplements 0.9%, radio 11.4%, network tv 3.2%, spot tv 8.6%, cable tv 1.6%, outdoor 1.7%, business papers 2.8%, farm publications 0.3%, transit 1.1%, point of sale 6.5%, yellow pages 0.7%, direct mail 7.6%, catalogs 2.6%, direct response tv 0.3%, direct response radio 0.2%, direct response newspapers 0.4%, direct response magazines 0.2%, telemarketing 2.8%, free-standing inserts 6%, other 0.9%.

Top execs: Robert O. Faller, chmn; Reginald V. Williams III, president; Raymond D. Owczarzak, exec vp-mktg; Alvin I. Klenk, exec vp, creative chmn; Thomas Bolling, Christye Peterson, exec vps, co-creative dirs; Larry Spada, exec vp-acct svcs; Douglas E. Kellner, vp-finance, adm, cfo. Employees: 127 in 6 offices.
Phone: (716) 688-1177.

Fensholt Inc, Lombard, Ill., reported gross income of $769,033 in 1986 on billings of $5,524,033. In 1985, it reported gross income of $753,145 on billings of $5,608,336.

The agency's 1986 U.S. volume consisted of $1,489,925 in media, $1,173,125 in materials and services and $2,860,983 in capitalized fees. Its 1985 U.S. volume consisted of $1,438,949 in media, $1,301,621 in materials and services and $2,867,766 in capitalized fees.

In 1986, the agency gained: Kiene Diesel Accessories. It lost: Belden, automotive div.

Billings breakdown by media: Magazines 91%, business papers 5%, farm publications 4%.

Top execs: Daniel D. Glaubke, chmn, ceo; Charles R. Muth, president, coo. Employees: 13 in 2 offices.
Phone: (312) 953-2300. ☑

Thomas G. Ferguson Associates, Parsippany, N.J., reported gross income of $8,704,000 in 1986 on billings of $61,788,996. In 1985, it reported gross income of $5,345,000 on billings of $44,780,460.

The agency's 1986 U.S. volume consisted of $3,005,620 in media, $7,879,250 in materials and services and $50,904,126 in capitalized fees. Its 1985 U.S. volume consisted of $2,755,000 in media, $7,088,000 in materials and services and $34,937,460 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Pro/Com Enterprises
- Medesign

In 1986, the agency gained: Astra Pharmaceutical Products; Ortho Biotech div, Johnson & Johnson; Mennen Co.; Warner-Lambert American Chicle, Trident; Warner-Lambert Capsugel; Warner-Lambert Consumer Health Products Group, Concentrin, new prods, Rolaids, Therafirm Hosiery; Schering International. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 2%; medical journals 20%, cable tv 1%; transit 1%; direct mail 15%; other 61%.

Top execs: Thomas G. Ferguson, president & chmn; John F. Zweig, sr vp, dir operations; John P. Szlasa, sr vp, mgmt super; Pamela A. Rosetti, vp, controller; Robert P. Muratore, vp, acct group super; Edward J. Gorzalski, vp-mkt planning, mktg rsch, media svcs. Employees: 70.
Phone:(201) 884-2200. ☑

Fern/Hanaway, Providence, R.I., reported estimated gross income of $1,975,000 in FY1986 ended Jan. 31 on billings of $13,173,250. In 1985, it reported gross income of $1,892,400 on billings of $12,622,308.

The agency's estimated 1986 U.S. volume consisted of $5,330,000 in media, $4,867,000 in materials and services and $2,976,250 in capitalized fees. Its 1985 U.S. volume consisted of $5,107,000 in media, $4,662,500 in materials and services and $2,852,808 in capitalized fees.

The agency did not report accounts gained or lost 1986.

Billings breakdown by media: Newspapers 5%; magazines 5%, radio 4%, spot tv 8%, business papers 15%, direct response tv 3%, collateral, consultation, pr, mktg 60%.

Top execs: Sanford M. Fern, president; James F. Hanaway Jr., exec vp. Employees: 38.
Phone: (401) 421-7202. ☑

Fessel, Siegfriedt & Moeller Advertising, Louisville, Ky., reported gross income of $1,709,708 in 1986 on billings of $11,226,948. In 1985, it reported gross income of $1,397,648 on billings of $7,834,910.

The agency's 1986 U.S. volume consisted of $6,753,434 in media, $1,166,554 in materials and services and $3,306,960 in capitalized fees. Its 1985 U.S. volume consisted of $5,727,990 in media, $1,143,858 in materials and services and $963,062 in capitalized fees.

In 1986, the agency gained: Appalachian Computer Services; Barbee Co.; Decora Cabinets; Landmark Land; Laura's Lean Beef; K-Paul's Cajun Martini; Sona, World Sight & Sound; Vulcan-Hart Corp., cook, chill food prep equip; Your Maid; Grand Junction Restaurants, Holiday Inn; Forum Center, pr; Chamber Commerce; Highlands Investment; Omega Group; Sazarec Inc., importer, rectifier. It lost: Dectect-Aids, pr; Kentucky Business Ledger; Grindmaster; Riney-Hancock, CPA.

Billings breakdown by media: Newspapers 36.3%, magazines 13.8%, radio 13.1%, spot tv 11.6%, cable tv 0.3%, outdoor 3.3%, point of sale 13.5%, direct mail 7.3%, catalogs 0.8%.

Top execs: E.F. Siegfriedt, chmn; R.F. Moeller Sr., president; W.D. Falvey, president-pr. Employees: 33.
Phone: (502) 585-5154. ☑

Martin Fiderer Associates, Englewood Cliffs, N.J., reported gross income of $756,000 in 1986 on billings of $5,042,260. In 1985, it reported gross income of $521,000 on billings of $3,962,000.

The agency's 1986 U.S. volume consisted of $522,000 in materials and services and $4,520,260 in capitalized fees. Its 1985 U.S. volume consisted of $487,000 in materials and services and $3,475,000 in capitalized fees. The agency did not report figures for 1986 and 1985 media.

In 1986, the agency gained: Bristol-Myers, Nuprin; Deknatel div, Pfizer Hospital Products Group, Deklene 8/0, Pleur-evac; ALK America, allergenic line; CustomLine; Commerce Drug, Pronto. It lost: None.

Billings breakdown by media: Medical journals 24%, direct mail 50%, catalogs 12%, other 14%.

Top execs: Martin Fiderer, president. Employees: 10.
Phone: (201) 871-0422.

Firestone & Associates Advertising, New York, reported gross income of $2,843,700 in 1986 on billings of $18,957,978. In 1985, it reported gross income of $2,785,272 on billings of $18,545,414.

The agency's 1986 U.S. volume consisted of $11,127,200 in media, $1,871,800 in materials and services and $5,958,978 in capitalized fees. Its 1985 U.S. volume consisted of $10,922,600 in media, $1,791,900, in materials and services and $5,830,914 in capitalized fees.

In 1986 the agency gained: None. It lost: None. Billings breakdown by media: Newspapers 12%, magazines 26%, supplements 5%, radio 5%, spot tv 47%, business papers 3%.

Top execs: Murray Firestone, president, creative dir; Don Turner, exec vp. Employees: 27.
Phone: (212) 247-4900.

Fisher Jackson Levy Flaxman, New York, reported gross income of $4,726,350 in 1986 on billings of $31,511,072. In 1985, it reported gross income of $4,507,081 on billings of $30,048,340.

The agency's 1986 U.S. volume consisted of $22,739,627 in media, $4,626,080 in materials and services

Profiles with a checked box (☑) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verfication supplied or approved by Advertising Age. *See story on Page 6.*

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Top 10 agencies in farm publication billings

Rank	Agency	Farm publication billings 1986	Farm publication billings 1985	U.S. billings 1986	U.S. billings 1985
1	J. Walter Thompson Co.	$42.2	$41.5	$1,732.1	$1,672.9
2	DDB Needham	31.9	43.0	1,613.7	1,682.5
3	Valentine-Radford	17.7	14.9	70.8	59.7
4	Bader Rutter & Associates	15.0	17.0	46.8	43.5
5	Creswell, Munsell, Fultz & Zirbel	13.7	16.2	71.9	67.5
6	Martin-Williams	8.0	3.0	65.0	54.7
7	John Volk Co.	7.7	5.4	9.9	7.7
8	DFS Dorland Worldwide	7.2	8.6	901.4	861.9
9	Kenrick Advertising	5.2	11.0	52.0	49.8
10	Colle & McVoy Advertising Agency	5.2	3.9	57.6	48.7

NOTES: Dollars in millions.

Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

and $4,145,365 in capitalized fees. Its 1985 U.S. volume consisted of $24,402,220 in media, $3,365,233 in materials and services and $2,280,887 in capitalized fees.

In 1986, the agency gained: B. Altman's Department Stores; Four Seasons Greenhouses; Marcal Paper Mill, personal care div; Philadelphia Oldsmobile Dealers Assn. It lost: None.

Billings breakdown by media: Newspapers 28.2%, magazines 11.7%, radio 7.6%, network tv 16.8%, spot tv 32.4%, cable tv 3.3%.

Top execs: Joseph K. Fisher, chmn, ceo; Bruce N. Jackson, vice chmn; Richard Flaxman, president, coo; Richard Levy, vice chmn, exec creative dir; Ellen Cohen Fisher, Peter LeDonne, creative dirs, sr vps; Jon Wilner, Jo-Ann Harding, Judie Owens, Daniel Feld, Dick Horowitz, Leslie Marshall, acct dirs, sr vps; Michael Haggerty, dir of media scvs, sr vp; Rose Christantiello, cfo, sr vp. Employees: 54.

Phone: (212) 246-3900. ☑

FitzSimons Advertising, Cleveland, reported gross income of $458,865 in 1986 on billings of $3,407,142. In 1985, it reported gross income of $445,500 on billings of $3,306,310.

The agency's 1986 U.S. volume consisted of $1,293,612 in media, $444,096 in materials and services and $1,669,434 in capitalized fees. Its 1985 U.S. volume consisted of $1,253,500 in media, $432,000 in materials and services and $1,620,810 in capitalized fees.

In 1986, the agency gained: Ohio Motorists Assn. It lost: Hausser & Taylor, CPA.

Billings breakdown by media: Newspapers 30.5%, magazines 11.1%, radio 13.9%, spot tv 18%, cable tv 1.4%, outdoor 1.4%, business papers 13.9%, point of sale 2.8%, direct mail 7%.

Top execs: Daniel A. FitzSimons, president; Richard C. Wright, vp-mktg; M. Ellen Leighty, vp-adm. Employees: 11.

Phone: (216) 241-5656.

Fogarty & Klein, Houston, reported gross income of $2,793,400 in 1986 on billings of $18,571,087. In 1985, it reported gross income of $2,351,715 on billings of $16,158,105.

The agency's billings are expected to double in 1987 because of three new accounts gained in December that have added $5.5 million in annualized billings, and the merging of Bozell, Jacobs, Kenyon & Eckhardt's Houston operations into Fogarty & Klein in January that added $12 million more in annualized billings. The merger helped swell the Houston office staff to 38 from 19.

The agency's 1986 U.S. volume consisted of $15,006,100 in media, $1,816,000 in materials and services and $1,748,987 in capitalized fees. Its 1985 U.S. volume consisted of $12,812,066 in media, $901,444 in materials and services and $2,444,595 in capitalized fees.

In 1986, the agency gained: Browning-Ferris Industries; E.F. Hutton & Co., Southwest region; Fantastic Sam's Haircutters; Universal Glass Industries; Warner Cable-Houston; Greater Houston Builders Assn., Parade of Homes. It lost: Pilgrim Industries, laundry-cleaners.

Billings breakdown by media: Newspapers 15%, magazines 3%, radio 30%, spot tv 38%, cable tv 2%, outdoor 6%, business papers 2%, point of sale 1%, yellow pages 1%, direct mail 2%.

Top execs: William H. Fogarty, Richard E. Klein, principals. Employees: 19 in 1986.

Phone: (713) 528-3354.

Fotheringham & Associates, Salt Lake City, reported gross income of $1,510,710 in 1986 on billings of $9,008,809. In 1985, it reported gross income of $1,185,244 on billings of $7,671,577.

The agency's 1986 U.S. volume consisted of $1,999,236 in media, $821,821 in materials and services and $6,187,752 in capitalized fees. Its 1985 U.S. volume consisted of $1,504,648 in media, $1,070,575 in materials and services and $5,096,354 in capitalized fees.

In 1986, the agency gained: Cellular One of Utah; Jiffy Lube; Mountain Fuel Supply Co.; Arby's; Garff Motor Center; Murdock International, pharmaceutical supplies; Little America, hotel; R&H Distributing; Trolley Square, shopping center; Wallace Associates, real estate mgmt; Bank of Utah; IHC Physician Finders and IHC Instacare Centers. It lost: American Savings & Loan.

Billings breakdown by media: Newspapers 21%, magazines 7%, radio 20%, spot tv 45%, outdoor 2%, direct mail 5%.

Top execs: Robert S. Fotheringham, chmn-ceo; Bruce H. Jensen, president, creative dir; Samuel M. Williams, sr vp-cfo. Employees: 23.

Phone: (801) 521-2903.

Albert Frank-Guenther Law, New York, reported gross income of $8,387,000 in 1986 on billings of $55,941,000. In 1985, it reported gross income of $7,717,000 on billings of $51,472,000.

The agency's 1986 U.S. volume consisted of $44,805,000 in media, $6,040,000 in materials and services and $5,096,000 in capitalized fees. Its 1985 U.S. volume consisted of $36,025,000 in media, $8,904,000 in materials and services and $6,543,000 in capitalized fees.

In 1986, the agency gained: Bear Stearns. It lost: New Jersey National Bank.

Billings breakdown by media: Newspapers 82%, magazines 17.6%, spot tv 0.4%.

Top execs: Stephen J. Witt, chmn; Michael A. Taylor, vice chmn; John F. Cowell III, president; Robert D. Washburn, secretary, treasurer; Walter H. Liebman, exec vp, dir pr; A. Paul Marrocco, sr vp, dir acct scvs; Jerome M. Morea, sr vp, financial adv. Employees: 79 in 2 offices.

Phone: (212) 248-5200. ☑

Frank/James Direct Marketing, St. Louis, had estimated gross income of $1,320,000 in 1986 on billings of $7,500,000. In 1985, it had estimated gross income of $1,720,000 on billings of $9,800,000.

The agency's 1986 U.S. volume consisted of $200,000 in media and $7,300,000 in materials and services. Its 1985 U.S. volume consisted of $522,000 in media and $9,278,000 in materials and services.

In 1986, the agency gained: Farm Credit Banks of St. Louis; Huyck USA; Laboratory Products; Gregory Poole Equipment; Purina Mills; Rand Automated Compaction Systems; Six Flags over Mid-America. It lost: Sabreliner Corp.; American Hawaii Cruises.

Billings breakdown by media: Magazines 2.7%, direct mail 96.6%, telemarketing 0.7%.

Top execs: Dennis J. Maginn, president; Robert Zeitinger, exec vp; William W. Shewman, sr vp; Patricia Biggerstaff, vp, dir-acct svc; David Joest, vp-finance. Employees: 21.

Phone: (314) 726-4600.

Frankenberry, Laughlin, Constable, Milwaukee, reported gross income of $5,220,000 in 1986 on billings of $34,800,000. In 1985, it reported gross income of $5,025,000 on billings of $33,500,000.

The agency did not report figures for 1986 and 1985 media, materials and services and capitalized fees.

In 1986, the agency gained: Rocky Rococo; Joseph Huber Brewing Co; Kettle Moraine Hospital. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 19.8%, magazines 12.1%, radio 20.8%, network tv 4.4%, spot tv 33%, outdoor 4.4%, business papers 5.5%.

Top execs: Dennis Frankenberry, Steve Laughlin, John Constable, partners. Employees: 62.

Phone: (414) 272-2400.

Franznick & Cusatis Advertising, New York, reported gross income of $1,768,000 in 1986 on billings of $10,692,765. In 1985, it reported gross income of $1,733,335 on billings of $10,400,995.

The agency's 1986 U.S. volume consisted of $4,800,250 in media, $2,373,750 in materials and services and $3,518,765 in capitalized fees. Its 1985 U.S. volume consisted of $4,628,442 in media, $2,340,223 in materials and services and $3,432,330 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Copy Graphic Promotions, production services.

In 1986, the agency gained: T.C. Timber; Habermaas Corp., toys; IDE Interstate, pharmaceuticals; Broadway National Bank. It lost: Sleepy's (Bedding Discount Centers).

Billings breakdown by media: Newspapers 5%, magazines 30%, medical journals 1%, radio 20%, spot tv 25%, point of sale 10%, free-standing inserts 9%.

Top execs: Philip Franznick, president, creative dir; Ellen Deutsch, Kevin Franznick, vps. Employees: 24.

Phone: (212) 696-4260. ☑

Fredericks Kullberg Amato Pisacane, New York, reported gross income of $2,500,000 in 1986 on billings of $21,005,000. In 1985, it reported gross income of $2,235,000 on billings of $15,167,000.

The agency's 1986 U.S. volume consisted of $18,000,000 in media, $2,000,000 in materials and services and $1,005,000 in capitalized fees. Its 1985 U.S. volume consisted of $12,600,000 in media, $1,900,000 in materials and services and $667,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Media/Marketing Directions, media planning and buying.

In 1986, the agency gained: Brown, Bridgeman & Co.; Bernstein Management; Garrick-Aug Associates; Merringoff Properties.

In 1986 the agency lost: Brown Bridgeman & Co.; Bernstein Management; Garrick-Ave. Associates; Merringoff Properties.

Billings breakdown by media: Newspapers 20%, magazines 20%, radio 4%, network tv 4%, spot tv 35%, business papers 13%, point of sale 1%, yellow pages 1%, direct mail 2%.

Top execs: Gary W. Kullberg, president-ceo; Alphosono Amato, Nick Pisacane, exec vps, creative dirs; Joe Murray, sr vp, media dir; Audrey Kullberg, sr vp, mktg dir; Dale Barlow, managing dir, FKAP, Barlow. Employees: 19.

Phone: (212) 730-1630.

Furman, Roth Advertising, New York, reported gross income of $1,210,000 in 1986 on billings of $7,720,000. In 1985, it reported gross income of $1,143,750 on billings of $7,480,000.

The agency's 1986 U.S. volume consisted of $6,510,000 in media $410,000 in materials and services and $800,000 in capitalized fees. Its 1985 U.S. volume consisted of $6,200,000 in media, $450,000 in materials and services and $830,000 in capitalized fees.

In 1986, the agency gained: New Life Health Spa; Duty Free Shops; Petrie Stores, recruitment. It lost: None.

Billings breakdown by media: Newspapers 16%, magazines 11.4%, radio 27.6%, network tv 13%, spot tv 31%, cable tv 1%.

Top execs: Nat Roth, chmn; Ernie Roth, president-ceo. Employees: 25.

Phone: (212) 757-7393. ☑

J. Ronald Gaffe Inc., Okemos, Mich., reported gross income of $219,309 in 1986 on billings of $2,841,678. In 1985, it reported gross income of $188,132 on billings of $2,565,095.

The agency's 1986 U.S. volume consisted of $944,924 in media, $465,760 in materials and services and $1,430,994 in capitalized fees. Its 1985 U.S. volume consisted of $959,122 in media, $473,234 in materials and services and $1,132,739 in capitalized fees.

Billings breakdown by media: Newspapers 40%, magazines 5%, radio 35%, network tv 20%.

Top execs: J. Ronald Gaffe, president; Diane Patrick, secretary. Employees: 10.

Phone: (517) 349-6770.

Gallagher Group, New York, had estimated gross income of $675,000 in 1986 on billings of 4,500,000. In 1985, it reported gross income of $981,000 on billings of $6,540,000.

The agency did not break out billings or report agency account gains and losses.

Billings breakdown by media: Newspapers 25%, magazines 3%, radio 18%, spot tv 48%, outdoor 3%, yellow pages, 3%.

Top exec: James J. Gallagher, president. Employees: 5.

Phone: (212) 836-0616. ☑

Gardner Communications, San Francisco, reported gross income of $1,670,239 in 1986 on billings of $10,916,597. In 1985, it reported gross income of $1,617,193 on billings of $9,924,388.

The agency's 1986 U.S. volume consisted of $8,521,512 in media, $1,700,071 in materials and services and $695,014 in capitalized fees. Its 1985 U.S. volume consisted of $7,677,038 in media, $1,859,656 in materials and services and $387,694 in capitalized fees.

In 1986, the agency gained: Fairmont Hotels; AGS, yogurt drink; Sonoma Mission Inn. It lost: Claremont Hotel.

Billings breakdown by media: Newspapers 20%, magazines 12.7%, radio 15.4%, network tv 15%, spot tv 27.8%, cable tv 8.1%, business papers 1%.

Top execs: Robert K. Gardner, president, creative dir; Gayle Geary, dir-mktg svcs; Karen Young, dir-acct svcs; Gretchen Gardner, creative super. Employees: 19.

Phone: (415) 434-2191. ☑

Gerber Advertising, Portland, Ore., reported gross income of $2,550,000 in 1986 on billings of $17,000,000. In 1985, it reported gross income of $2,296,000 on billings of $15,500,000.

The agency's 1986 U.S. volume consisted of $7,670,000 in media, $6,737,000 in materials and services and $2,593,000 in capitalized fees. Its 1985 U.S. volume consisted of $5,700,000 in media, $7,400,000 in materials and services and $2,400,000 in capitalized fees.

In 1986, the agency gained: Louisiana-Pacific; Port of Vancouver; PacifiCorp; and Key Bank of Oregon. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 20.7%, magazines 20.5%, radio 17.9%, spot tv 39.3%, outdoor/transit 0.6%, yellow pages 1%.

Top execs: Tom M. Hougan, president; Philip Stevens, exec vp; Norm Friant, vp, creative dir; Betty Chimenti, vp, media dir; Chuck King, vp-production; Lloyd Allen, vp-art; Mary Dugan, vp-copy; Elaine Miller, Sally Auguston, Don Dickinson, Ron Gayer, Dennis Rossman, vps. Employees: 46.

Phone:(503) 221-0100. ☑

Gerbig, Snell, Weisheimer & Associates, Dublin, Ohio, reported gross income of $2,065,914 in 1986 on billings of $13,914,313. In 1985, it reported gross income of $1,807,169 on billings of $11,851,931.

The agency's 1986 U.S. volume consisted of $3,259,834 in media, $1,656,976 in materials and services and $8,997,503 in capitalized fees. Its 1985 U.S. volume consisted of $2,431,452 in media, $1,394,855 in materials and services and $8,025,624 in capitalized fees.

In 1986, the agency gained: Beulah Park Race Track; State Savings Bank. It lost: Columbus Coated Fabrics; Columbus Show Case; Doctors Hospital; Great Lakes Subaru; Physicians Health Plan, HMO; Snyder Laboratories, pharmaceuticals.

Billings breakdown by media: Newspapers 11%, magazines 36%, radio 4.6%, network tv 36.4%, other 12%.

Top execs: Robert L. Gerbig, president. Employees: 35.

Phone: (614) 764-3838.

Gilbert, Whitney & Johns, Whippany, N.J., reported gross income of $3,100,000 in 1986 on billings of $20,700,000. In 1985, it reported gross income of $2,950,000 on billings of $19,675,000.

The agency did not break out billings or media.

In 1986, the agency gained: Chubb Insurance; General Chemical; Kordet Group; American Home Products. It lost: Mepco.

Top Execs: John Daltner, president; John Mimnaugh, exec vp, creative dir; Kenneth Van Reekum, secretary, treasurer; Ted Trevorrow, exec vp-media, new business; Arthur Zimmerman, sr vp, acct super. Employees: 40.

Phone: (201) 386-1776.

Daniel Glassman Advertising, Fairfield, N.J., reported gross income of $4,100,000 in 1986 on billings of $27,750,000. In 1985, it reported gross income of $4,049,735 on billings of $27,133,608.

The agency's 1986 U.S. volume consisted of $750,000 in media and $27,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $225,000 in media and $26,908,608 in capitalized fees.

In 1986, the agency gained: Forest Pharmaceuticals, Banalg arthritic pain reliever. It lost: None.

Billings breakdown by media: Magazines 17.9%, medical journals 23.1%, point of sale 2.6%, direct mail 28.2%, telemarketing 28.2%.

Top execs: Daniel Glassman, chmn, president; Gene Goldberg, group vp, acct mgmt; David Hillman, president-Hospital Research Associates; Carl S. Raphael, sr vp, gen mgr, Danis Research; Allen Blum, sr vp, Danis Research; Marianne Stephen, vp, research services; Richard Romanelli, sr vp-info scvs; Iris Baker, vp-financial scvs. Employees: 100 in 2 offices.

Phone: (201) 575-3507. ☑

Goble & Associates, Chicago, had estimated gross income of $816,500 in 1986 on billings of $5,064,400. In 1985, it had estimated gross income of $603,500 on billings of $3,759,200.

The agency's 1986 U.S. volume consisted of $780,000 in media, $2,150,000 in materials and services and $2,134,400 in capitalized fees. Its 1985 U.S. volume consisted of $525,000 in media, $1,500,000 in materials and services and $1,734,200 in capitalized fees.

In 1986, the agency gained: Upjohn International; Health O Meter. It lost: None.

Billings breakdown by media: Newspapers 2%, magazines 1.2%, medical journals 10.6%, radio 1.7%, point of sale, 41.5%, direct mail 33%, catalogs 3%, telemarketing 7%.

Top execs: Edward G. Goble, president & chmn; Jacqueline Fitzgerald, James Robinson, exec vps; Al Adas, vp, creative dir; Dean Yannias, Peter Siegel, vps. Employees: 17.

Phone: (312) 565-0552.

Goodwin, Dannenbaum, Littman & Wingfield, Houston, reported gross income of $6,100,000 in 1986 on billings of $42,000,000. In 1985, it reported gross income of $5,400,000 on billings of $38,000,000.

The agency's 1986 U.S. volume consisted of $22,159,000 in media, $4,500,000 in materials and services and $15,341,000 in capitalized fees. Its 1985 U.S. volume consisted of $21,000,000 in media, $4.270,000 in materials and services and $12,730,000 in capitalized fees.

In 1986, the agency gained: American Medical International; Finger Furniture; Gordon's Jewelry, traditional div; Gordon's Jewelry, catalog showroom; National Convenience Stores; Hill Country Wine Cooler; Rice Menger Olds; Charlie Thomas Autoworld; Team Wholesale Club; Cogen Technology. It lost: Belin & Associates; Homecraft; Barnes/Connally; Barnes Eye Center.

Billings breakdown by media: Newspapers 20%, magazines 5%, radio 10%, spot tv 50%, outdoor 5%, business papers 10%.

Top execs: Earl Littman, chmn; Barry Silverman, president; Anna Wingfield, exec vp; Rich Witmer, sr vp, treasurer; Mildred Edwards, sr vp, controller; Gene Key Monigold, sr vp; Jake Edwards, sr vp-pr; Bruce Eskowitz, Sarah Smith, vps. Employees: 70.

Phone: (713) 622-7676.

Gordon Bailey & Associates, Stone Mountain, Ga., had estimated gross income of $2,258,043 in 1986 on billings of $14,930,237. In 1985, it reported gross income of $2,716,129 on billings of $17,871,640.

The agency's 1986 U.S. volume consisted of $83,259 in media, $1,381,640 in materials and services and $16,406,741 in capitalized fees. Its 1985 U.S. volume consisted of $83,259 in media, $1,381,640 in materials and services and $16,406,741 in capitalized fees.

In 1986, the agency gained: Sangamo, electric meters; Rollins Protective Services, security systems. It lost: Continental Carlisle, food service supplier; Market-Tote, mobil, grocery bags.

Billings breakdown by media: Business papers 65%, point of sale 15%, direct mail 10%, catalogs 10%.

Top execs: Gordon R. Bailey, president; Al J. Schoelles, exec vp. Employees: 33.

Phone: (404) 296-2777. ☑

Grant/Jacoby, Chicago, reported gross income of $5,450,000 in 1986 on billings of $55,500,000. In 1985, it reported gross income of $5,200,000 on billings of $50,200,000.

The agency's 1986 U.S. volume consisted of $17,000,000 in media, $12,500,000 in materials and services and $26,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $15,000,000 in media, $7,500,000 in materials and services and $27,787,000 in capitalized fees.

In 1986, the agency gained: Chicago-Land Auto Dealers Assn., Acura; Culligan International, bottled water; Ceco, building prods; International Food Equipment, household appliances; Rydelle Laboratories, div of S.C. Johnson; WRXR-FM, Chicago. It lost: Storck, USA, Bun Candy; Management Group, hotel management.

Billings breakdown by media: Newspapers 21.6%, magazines 3.6%, radio 3.6%, network tv 9%, spot tv 27%, cable tv 3.6%, outdoor 1.8%, business papers 5.4%, point of sale 1.8%, direct mail 12.6%, direct response newspapers 3.6%, free-standing inserts 5.4%, other 1%.

Top execs: Robert L. Flink, chmn; Bruce I. Carlson, president; R. Milton Lynnes, exec vp, creative; Robert W. Lavender, sr vp; Malcolm Gordon, sr vp, media; John Willie, sr vp, mgmt group super; Brian Buda, sr vp, mgmt group super. Employees: 96.

Phone: (312) 664-2053. ☑

Gray Baumgarten Layport, Pittsburgh, had estimated gross income of $1,104,000 in 1986 on billings of $7,213,844. In 1985, it reported gross income of $1,026,458 on billings of $6,699,438.

The agency's 1986 U.S. volume consisted of $1,735,917 in media, $825,010 in materials and services and $4,652,917 in capitalized fees. Its 1985 U.S. volume consisted of $1,342,474 in media, $825,753 in materials and services and $4,531,211 in capitalized fees.

In 1986, the agency gained: Altoona Hospital; Baltimore Luggage; GMD Systems; Hartwell Corp.; Physicians Health Plan of Western Pa.; Riverside Markets; Western Psychiatric Institute & Clinic. It lost: National Draeger; Warner Centre Restaurants.

Billings breakdown by media: newspapers 20%, magazines 15%, radio 14%, spot tv 12%, outdoor 10%, business papers 25%, point of sale 4%.

Top exec: Mark H. Gray, president. Employees: 22.

Phone: (412) 279-3732. ☑

Gray & Rogers, Philadelphia, reported gross income of $3,705,000 in 1986 on billings of $26,450,000. In 1985, it reported gross income of $3,670,000 on billings of $26,050,000.

The agency's 1986 U.S. volume consisted of $12,334,000 in media, $5,222,000 in materials and services and $8,894,000 in capitalized fees. Its 1985 U.S. volume consisted of $12,110,000 in media, $5,238,000 in materials and services and $8,702,000 in capitalized fees.

In 1986, the agency gained: American Society CLU/ChFC; BBC Brown Boveri; Delaware County Memorial Hospital; K-Tron International; Pennsylvania House Furniture; Ocean Federal Savings & Loan; Sanofi Inc., Satelec div; Utility Software Associates. It lost: Philadelphia Suburban Corp; Safeguard Business Systems; Sun Lubes div.

The agency did not breakout billings by media.

Top execs: James W. Finegan, chmn, ceo; Robert T. Butler, president, coo; Charles C. Rose, Henry T. Inman Jr.; Arthur E. Benning, sr vps; William D. Owen, sr vp, dir pr; David Delman, Elmer Pizzi, sr vps, co-creative dirs; Michael A. Walsh, sr vp, media dir. Employees: 73 in 2 offices.

Phone: (215) 864-6800. ☑

Greenwald/Christian Advertising, Philadelphia, reported gross income of $1,424,830 in 1986 on billings of $9,500,000. In 1985, it reported gross income of $1,184,882 on billings of $7,900,000.

The agency's 1986 U.S. volume consisted of $6,600,000 in media, $650,000 in materials and services and $2,250,000 in capitalized fees. Its 1985 U.S. volume consisted of $5,750,000 in media, $565,000 in materials and services and $1,585,000 in capitalized fees.

In 1986, the agency gained: Holiday Inn, Fort Lee; A. Pomerantz & Co.; Holiday Inn, Raritan; Willow Grove Park Mall; C.A.P.; Korman Co. It lost: Industrial Valley Title Insurance Co.

Media billings were not broken out.

Top execs: Joseph T. Greenwald, president; Caye Christian, exec vp; Suzanne E. Salsbury, sr vp-acct svcs; Nancy Johnson, vp-media svcs. Employees: 18.

Phone: (215) 568-9797.

Gregory Inc., Cleveland, reported gross income of $1,925,105 in 1986 on billings of $12,670,747. In 1985, it reported gross income of $2,729,700 on billings of $20,160,612.

The agency's 1986 U.S. volume consisted of $5,382,838 in media, $1,319,400 in materials and services and $5,968,509 in capitalized fees. Its 1985 U.S. volume consisted of $6,384,077 in media, $2,327,367 in materials and services and $11,449,168 in capitalized fees.

Included in the agency figures were returns from Gregory PR subsidiary.

In 1986, the agency gained: CS Technologies, technical automation, quality control and control services; Reliance Fuse/Brush Fuses; Eicon Systems, copier sales; Woodhawk Club, condominum sale; MacIntosh Farms, real estate development; NPK Construction, hydraulic hammers; Zaremba Management Services, real estate mgmt; Standard Oil Technologies, ferrographic instruments; Horizon Savings & Loan; Imaging Technology, bar code printers. It lost: Jiffy Auto Rental, auto leasing and rental; Lubriquip Corp, centralized lubrication services.

Billings breakdown by media: Newspapers 7.4%, magazines 66.4%, radio 0.2%, yellow pages 21.8%, catalogs 4.2%.

Top execs: Joseph A. Rini, president. Employees: 34.

Phone: (216) 621-9632. ☑

Gross Townsend Frank Hoffman, New York, an independent agency in the Grey Advertising network, reported gross income of $5,102,225 in 1986 on billings of $34,031,184. In 1985, it reported gross income of $4,203,303 on billings of $28,036,031.

The agency did not break out billings.

Included in the agencies figures were returns from subsidiary:

- GTFH Public Relations

In 1986, the agency gained: Sandoz, new prods; Merck Sharp & Dohme, new prods; Abbott Laboratories, new prod; Squibb ConvaTec, ostomy prods; Johnson & Johnson, new prods. It lost: None.

Overseas, the agency gained: CooperVision; VLI Corp. The agency did not report overseas accounts lost in 1986.

Billings breakdown by media: Newspapers 2.1%, magazines 2.1%, medical journals 52%, radio 4.2%, cable tv 8.3%, point of sale 4.2%, direct mail 25%; free-standing inserts 2.1%.

Top execs: Alan Gross, president; Jane Townsend, exec vp; David Frank, Ronnie Hoffman, exec vps, creative dirs; Risa Janoff, Lynn O'Conner Vos, vp, group acct supers; Orin Kimball, assoc creative dir; Clare Macken, vp-production; Ilyssa Levins, vp, group acct super-pr; Debra Gaynor, vp, dir-pr. Employees: 66 in 2 offices.

Phone: (212) 475-4040. ☑

Group 3hree Advertising, Pompano Beach, Fla., had gross income of $10,200,000 on billings of $34,000,000 in 1986, compared with $11,531,005 in gross income on billings of $38,350,000 in 1985.

The agency did not break out volume.

During 1986, decreased ad spending by long-time client Piper Aircraft (hit by high costs of liability insurance) coupled with the loss of two major bank clients as a result of mergers were not offset by the return of former client Gould and three other new clients.

However, 1987 looks to be more promising: Orlando Zone Chrysler-Plymouth Dealer Advertising Assn.'s ($3.5 million) has come aboard along with Mitel Corp., a telecommunications company, and Pompano Outlet Mall.

In 1986, it gained Gould Computer Systems div; Gould Information Systems Sector; Grant & Thornton PR; Holland & Knight, statewide Florida law firm; H.B. Kedney & Assoc., a retirement community management company. It lost: Southeast Bank; First Bank.

Top exec: Philip L. Rushlow, chmn; O. Leslie Nell, president; David Rushlow, Lee Rushlow, exec vps; John Baldari, vp, dir acct svcs. Employees: 43 in 2 offices.

Phone: (305) 785-9000

Group 243, Ann Arbor, Mich., reported gross income of $9,908,913 in 1986 on billings of $50,900,000. In 1985, it reported gross income of $6,761,122 on billings of $47,200,000.

The agency's 1986 U.S. volume consisted of $42,500,000 in media, $3,630,950 in materials and services and $4,769,050 in capitalized fees. Its 1985 U.S. volume consisted of $39,600,000 in media, $3,397,900 in materials and services and $4,202,100 in capitalized fees.

The agency did not consolidate subsidiaries:

- Image Masters, offset printing
- Portfolio Contract Furniture, residential & office furniture

In 1986, the agency gained: Wolverine Technologies, vinyl building prods; Eden Foods; St. Luke's Hospital; Business Resources, office furniture and supplies. It lost: None.

Billings breakdown by media: Newspapers 7.3%, magazines 9.4%, radio 9.2%, network tv 28.2%, spot tv 36.9%,

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S&MM Survey of Buying Power®, 1986

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Top 10 agencies in medical journal billings

Rank	Agency	Medical journal billings 1986	Medical journal billings 1985	U.S. billings 1986	U.S. billings 1985
1	William Douglas McAdams Inc.	$74.0	$73.0	$103.7	$102.3
2	Kallir, Philips, Ross	61.0	61.5	113.0	111.8
3	Rolf Werner Rosenthal	43.3	43.7	58.5	56.0
4	Lavey/Wolff/Swift	29.8	28.5	59.7	57.0
5	Klemtner Advertising	28.2	23.0	60.0	47.0
6	Dugan/Farley Communications	27.5	24.0	39.2	34.3
7	Robert A. Becker Inc.	23.5	23.6	47.0	47.1
8	Barnum Communications	22.2	24.8	40.5	45.1
9	Vicom/FCB	15.5	20.1	51.8	50.3
10	Gross Townsend Frank Hoffman	12.5	12.8	34.0	28.0

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

outdoor 1.2%, business papers 1.2%, point of sale 2.8%, direct mail 3.8%.

Top execs: Janet C. Muhleman, president; Christi Y. Thomas, sr vp, mng dir; Ernest G. Perich, sr vp, creative svcs; Stephen Y. Seyferth, vp, acct svcs dir; Bruce E. Smith, vp, media dir; Carey J. Ferchland, vp, admin; Ronald S. Lipiec, sr vp, cfo. Employees: 175 in 2 offices.

Phone: (3130 995-0243 ☑

Gumpertz/Bentley/Fried, Los Angeles, reported gross income of $2,362,414 in 1986 on billings of $18,700,000. In 1985, it reported gross income of $2,294,580 on billings of $18,184,347.

The agency's 1986 U.S. volume consisted of $12,525,087 in media, $1,979,765 in materials and services and $4,195,148 in capitalized fees. Its 1985 U.S. volume consisted of $12,320,425 in media, $1,857,072 in materials and services and $4,006,850 in capitalized fees.

In 1986, the agency gained: American Diabetes Assn. of Southern California; Los Angeles Department of Water and Power. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 7%, magazines 13%, radio 18%, network tv 13%, spot tv 43%, outdoor 2%, business papers 4%.

Top execs: Richard H. Fried, president; Robert L. Porter, Gerald W. Wright, Robert F. Vanderstok, sr vps. Employees: 30.

Phone: (213) 931-6301.

Haddad, Lawrence Communications, Studio City, Calif., reported gross income of $750,000 in 1986 on billings of $5,000,000. In 1985, it reported gross income of $1,000,000 on billings of $6,667,000.

The agency did not break out billings or media for either year.

In 1986, the agency gained: Modulite; BWF Mfg., outdoor lighting; Hollywood Community Hospital; Famous Amos, cookies; Silverstone Cellars. It lost: Ma Bell Potato Chips, Sunshine Biscuits.

Top execs: Daniel E. Lawrence, president-ceo; Karen N. Bunde, exec vp; Deborah Saale, mng dir. Employees: 12.

Phone:(818) 508-6100. ☑

Haddon Advertising, Chicago, reported gross income of $3,300,000 in 1986 on billings of $28,044,000. In 1985, it reported gross income of $3,200,000 on billings of $27,077,000.

The agency's 1986 U.S. volume consisted of $3,400,000 in media, $3,300,000 in materials and services and $21,344,000 in capitalized fees. Its 1985 U.S. volume consisted of $3,300,000 in media, $3,100,000 in materials and services and $20,677,000 in capitalized fees.

Included in the agency figures were returns from its Haddon, Lynch & Baughman pr subsidiary.

In 1986, the agency gained: American Express Travel Related Services, payment products div; EZ POR Corp, MicroEase Cookware line; METRA, Northeastern Illinois Regional Commuter Rail Corp; Miglin-Beitler Devels; PCM Corp, design & mfg of pharmaceutical pkg; Money Station of Illinois; Spangler Candy Co. It lost: Cartan; Thomas Cook; USAA Federal Savings Bank.

Billings breakdown by media: newspapers 12.3%, magazines 18.33%, radio 12.3%, spot tv 5.9%, outdoor 0.9%, business papers 18.3%, direct mail 32%.

Top execs: Harvey L. Haddon, president; Jacqueline Wagner, Yale Gordon, Adrianne Richmond-Sell, vps. Employees: 50.

Phone: (312) 943-6266. ☑

Halcyon Associates, Brooklyn, N.Y., reported gross income of $200,000 in 1986 on billings of $1,505,000. In 1985, it reported gross income of $225,000 on billings of $1,501,000.

The agency's 1986 U.S. volume consisted of $200,000 in media, $300,000 in materials and services and $1,005,000 in capitalized fees. Its 1985 U.S. volume consisted of $280,000 in media, $214,000 in materials and services and $1,007,000 in capitalized fees.

In 1986, the agency gained: New York Futures Exchange, Knight-Ridder Money Center. It reported no losses.

Billings breakdown by media: Newspapers 5%, magazines 40%, business papers 5%, direct mail 30%, other, 20%.

Top exec: Donald R. Fleck, president. Employees: 6.

Phone: (718) 636-9800.

Haley & Ruckle Advertising, Boston, reported gross income of $704,225 in 1986 on billings of $3,061,850. In 1985, it reported gross income of $745,740 on billings of $3,242,350.

The agency's 1986 U.S. volume consisted of $2,379,731 in media, $568,918 in materials and services and $113,201 in capitalized fees. Its 1985 U.S. volume consisted of $1,812,624 in media, $663,243 in materials and services and $766,483 in capitalized fees.

In 1986, the agency gained: Four Seasons Place, condominium; Sandy Corp., Learncom div, computer based training; Shearson Lehman Brothers, institutional funds mktg. It lost: Charles Hotel.

Billings breakdown by media: newspapers 30%, radio 20%, outdoor 5%, business papers 10%, direct mail 15%, direct response magazines 20%.

Top execs: Edgar Ruckle, president; Dianne Driscoll, vp-operations; George Brewer, vp-creative. Employees: 12.

Phone: (617) 542-7777. ☑

Haller Schwarz, Los Angeles, reported gross income of $875,000 in 1986 on billings of $6,200,000. In 1985, it reported gross income of $1,148,000 on billings of $7,659,000.

The agency did not break out billings.

Included in the agency's figures were returns from subsidiary, Plummer & Friends, art production.

In 1986, the agency gained: American Sunroof Co.; Newporter Resort; Palm Springs Hilton; Point 4 Computers. It lost: RB Furniture.

Billings breakdown by media: Newspapers 25%, magazines 30%, radio 5%, spot tv 5%, outdoor 10%, business papers 15%, point of sale 5%, direct mail 5%.

Top execs: Henry Schwarz, president, principal; Anthony Haller, sr vp, principal; Richard Chodkowski, creative dir, principal; Missy Powell, vp-acct svcs; Allene Gray, media dir. Employees: 15.

Phone: (213) 977-1111. ☑

Hallmark Advertising, Pittsburgh, reported gross income of $2,128,770 in 1986 on billings of $14,085,000. In 1985, it reported gross income of $1,915,200 on billings of $12,768,000.

The agency's 1986 U.S. volume consisted of $8,900,000 in media, $1,850,000 in materials and services and $3,335,000 in capitalized fees. Its 1985 U.S. volume consisted of $8,500,000 in media, $1,600,000 in materials and services and $2,668,000 in capitalized fees.

In 1986, the agency gained: Monroeville Mall; Pontiac dealers, Northwest Pa. It lost: None.

Billings breakdown by media: Newspapers 4%, magazines 3%, supplements 4%, radio 25%, spot tv 46%, cable tv 3%, outdoor 2%, business papers 1%, transit 1%, point of sale 6%, direct mail 2%; direct response tv 1%, free-standing inserts 2%.

Top execs: Marvin S. Jacobson, president; William S. Binstock, vp-accts; Debbie Sigal, corp vp; Evelyn Stone, corp secretary; Tracy Irani, acct super; Christine Bartosik, art director. Employees: 45.

Phone: (412) 687-0400.

Hammerman & Morse, Chicago, had estimated gross income of $1,093,000 in 1986 on billings of $7,174,434. In 1985, it had estimated gross income of $608,000 on billings of $4,007,599.

The agency's 1986 U.S. volume consisted of $1,896,384 in media, $635,477 in materials and services and $4,642,573 in capitalized fees. Its 1985 U.S. volume consisted of $1,037,464 in media, $254,747 in materials and services and $2,715,388 in capitalized fees.

In 1986, the agency gained: Advanced Systems, data processing; Hi-Fi Hutch; WMAQ-AM; McDermott, Will & Emery, attorneys. It lost: Conservation Technology Ltd.; Ohm Electronics; Engler, Zoghlin, Mann.

The agency did not break out billings by media.

Top execs: Edward L. Hammerman, president; Gayle Morse, chmn, vp. Employees: 11.

Phone: (312) 337-0404. ☑

Harland & Tine & White, Hartford, Conn., reported gross income of $3,066,648 in 1986 on billings of $23,417,736. In 1985, it reported gross income of $2,966,411 on billings of $20,252,422.

The agency's 1986 U.S. volume consisted of $5,793,749 in media, $2,966,088 in materials and services and $14,657,899 in capitalized fees. Its 1985 U.S. volume consisted of $5,681,497 in media, $2,007,854 in materials and services and $12,563,671 in capitalized fees.

In 1986, the agency gained: Pro Data; CT Anesthesiologists; Federal Paper Board; Residence Inn. It lost: Coldwater Seafood.

Billings breakdown by media: Newspapers 8%, magazines 41%, network tv 10%, cable tv 22%, outdoor 2%, business papers 1%, direct mail 2%, catalogs 4%, other 10%.

Top execs: Will W. White III, president-ceo; Sandra H. Bailey, secretary, comptroller. Employees: 33 in 2 offices.

Phone: (203) 728-0000.

Harmon Smith Inc., Kansas City, Mo., reported gross income of $1,347,464 in 1986 on billings of $10,746,746. In 1985, it reported gross income of $1,312,285 on billings of $8,935,538.

The agency's 1986 U.S. volume consisted of $2,227,401 in media, $4,074,177 in materials and services and $4,445,168 in capitalized fees. Its 1985 U.S. volume consisted of $1,756,712 in media, $3,965,526 in materials and services and $3,213,300 in capitalized fees.

The agency did not report accounts gained or lost in 1986 and 1985.

Billings breakdown by media: Newspapers 12%, magazines 51%, radio 5%, spot tv 2%, business papers 30%.

Top execs: Austin Harmon, president; John Lee Smith, exec vp; John Rylee, exec vp-client svcs; Chuck Bua, exec vp-creative svcs. Employees: 25.

Phone: (816) 756-0756.

Harris, Baio & McCullough, Willow Grove, Pa., had an estimated gross income of $1,196,000 in 1986 on billings of $7,887,721. In 1985, it had an estimated gross income of $857,000 on billings of $5,619,984.

The agency's 1986 U.S. volume consisted of $1,227,390 in media, $499,332 in materials and services and $6,160,999 in capitalized fees. Its 1985 U.S. volume consisted of $1,023,976 in media, $529,816 in materials and services and $4,066,192 in capitalized fees.

In 1986, the agency gained: Edpac; Campbell Soup; Phoenix Contact; Pei-Genesis; Morgard Insurance; Gilbert Commonwealth; Short Brothers Aircraft. It lost: S.S. White Industrial Products.

Billings breakdown by media: Newspapers 5.4%, magazines 86%, yellow pages 3.2%, direct mail 5.4%.

Top execs: George J. Harris, president-ceo; Richard A. Baio, exec vp, creative dir; Robert H. McCullough, exec vp; John H. Meader, sr vp. Employees: 18.

Phone: (215) 657-8760. ☑

Harris-Edward, Philadelphia, re-

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TRAVERSE CITY/CADILLAC CHEBOYGAN, MICHIGAN

WPBN-TV/WTOM-TV NBC
TRAVERSE CITY-CADILLAC-CHEBOYGAN, MICHIGAN

ported gross income of $2,499,583 in 1986 on billings of $18,792,935. In 1985, it reported gross income of $1,264,153 on billings of $8,423,726.

The agency's 1986 U.S. volume consisted of $1,272,430 in media, $848,287 in materials and services and $16,672,218 in capitalized fees. Its 1985 U.S. volume consisted of $866,925 in media, $43,700 in materials and services and $7,513,101 in capitalized fees.

In 1986, the agency gained: Decision Industries; Decision Data Computer; Decision Data Service; Crystal Pools; American Dream Lease; Wheaton Industries; RMS Technologies; National Liberty; Cheung Laboratories. It lost: Interstate Realty; Brooks Instrument div, Emerson Electric.

The agency did not break out billings by media.

Top execs: Elizabeth F. Harris, president, creative dir; Edward J. DiUlio, exec vp; Mark V. Weisse, vp-operations. Employees: 29.

Phone: (215) 735-3003.

Hart/Conway Co., Rochester, N.Y., reported gross income of $936,572 in 1986 on billings of $6,246,935. In 1985, it reported gross income of $790,121 on billings of $5,270,106.

The agency's 1986 U.S. volume consisted of $3,975,287 in media, $84,722 in materials and services and $2,186,926 in capitalized fees. Its 1985 U.S. volume consisted of $2,716,544 in media, $264,458 in materials and services and $2,289,103 in capitalized fees.

In 1986, the agency gained: Heinrich Associates, restaurants & lodging; Holtz Acura; Miracle Toyota; Odenbach Properties, restaurants; Patrick Mitsubishi; Price Waterhouse, regional promos; Rochester War Memorial, special promos; E.J. Scheer, jewelers. It lost: Hallman Central Chevrolet.

Billings breakdown by media: Newspapers 39%, magazines 2%, radio 32%, spot tv 23%, outdoor 4%.

Top execs: Peter B. Whitcombe, president, treasurer; William A. Westerfeld, exec vp. Employees: 20.

Phone: (716) 232-2930. ⊜

Haselow & Associates, Cleveland, reported gross income of $763,221 in 1986 on billings of $5,700,480. In 1985, it reported gross income of $570,000 on billings of $4,051,900.

The agency's 1986 U.S. volume consisted of $609,795 in materials and services and $5,090,685 in capitalized fees. Its 1985 U.S. volume consisted of $250,000 in materials and services and $3,801,900 in capitalized fees.

In 1986, the agency gained: Uddeholm Corp.; Newbury Industries. It lost: None.

Billings breakdown by media: Business papers 48%, direct mail 5%, catalogs/sales literature 47%.

Top execs: John H. Haselow, president; John W. Cross, vp-client svcs; Scott H. Collins, vp-pr; Alexis D. Tomoff, treasurer. Employees: 16.

Phone: (216) 831-6060. ☑

Henry-Gill, Denver, reported gross income of $663,938 in 1986 on billings of $6,033,278. In 1985, it reported gross income of $611,327 on billings of $4,656,832.

The agency's 1986 U.S. volume consisted of $653,895 in media, $337,954 in materials and services and $5,041,339 in capitalized fees. Its 1985 U.S. volume consisted of $715,942 in media, $317,686 in materials and services and $3,623,204 in capitalized fees.

In 1986, the agency gained: Stapleton Plaza Hotel, Denver; Moreno International Trade Center; American Directory; Baird-Warner; Tellabs; Software AG. It lost: Center for Eye Surgery.

Billings breakdown by media: Newspapers 29.5%, magazines 4.7%, radio 17.6%, spot tv 35.3%, outdoor 1.2%, business papers 4.7%, transit 1.2%, point of sale 2.3%, direct mail 3.5%.

Top execs: David A. Henry, president; Walter A. Gill, exec vp; Terry A. Datz, vp; Patti J. Peri, pr dir. Employees: 16.

Phone: (303) 320-0939. ☑

Hesselbart & Mitten Cos., Fairlawn, Ohio, reported gross income of $7,036,540 in 1986 on billings of $48,608,692. In 1985, it reported gross income of $6,335,886 on billings of $44,250,909.

The agency's 1986 U.S. volume consisted of $2,617,258 in media, $6,352,064 in materials and services and $39,639,370 in capitalized fees. Its 1985 U.S. volume consisted of $2,380,047 in media, $5,780,833 in materials and services and $36,090,029 in capitalized fees.

In 1986, the agency gained: Girves' Brown Derby Encore Grille; Society National Bank of Ohio; Society Corp.; Akron Plus/Akron Regional Development Board; Steakhouse Outlets. It lost: Second National Bank of Warren, Ohio; Genie Home Products.

Billings breakdown by media: Newspapers 13.4%, magazines 43%, supplements 0.8%, radio 9.5%, network tv 10.5%, spot tv 12.3%, cable tv 4%, outdoor 0.1%, direct mail 6.4%.

Top execs: Robert Mitten, chmn, president & ceo; Leo J. Lefort, vice chmn, president, Arocom Group; Michael J. Atwell, John G. Ragsdale, exec vps, creative dirs; William C. Waldman, exec vp, agency operations; Stephen A. Zweig, exec vp, dir-acct svcs; Michael Kormushoff, J. Keith Sutton, Howard R. Cleveland, Guy Shirk, sr vps. Employees: 96.

Phone: (216) 867-7950. ☑

Roni Hicks & Associates, San Diego, reported gross income of $519,473 in 1986 on billings of $8,657,524. In 1985, it reported gross income of $1,079,551 on billings of $6,773,095.

The agency's 1986 U.S. volume consisted of $1,297,060 in media, $1,066,152 in materials and services and $6,294,312 in capitalized fees. Its 1985 U.S. volume consisted of $1,065,207 in media, $1,346,656 in materials and services and $4,361,232 in capitalized fees.

In 1986, the agency gained: L.J. Hooker International, corp & investment real estate; Rimrock/Teleklew Productions; 1988 Super Bowl Task Force; Presley of San Diego; Renaissance Fitness Training and Consulting. It lost: Rams Hill/Di Giorgio Development Corp.; Wayne Foster Entertainment Productions; San Dieguito Group.

Billings breakdown by media: Newspapers 75.1%, magazines 13.4%, radio 5.1%, outdoor 3.5%, point of sale 0.4%, direct mail 2.5%.

Top exec: Veronica 'Roni' Hicks, president. Employees: 16.

Phone: (619) 296-8806. ☑

Hickman & Associates, Indianapolis, reported gross income of $1,827,290 in 1986 on billings of $5,080,214. In 1985, it reported gross income of $1,388,547 on billings of $4,543,562.

The agency's 1986 U.S. volume consisted of $626,426 in media, $627,109 in materials and services and $3,826,679 in capitalized fees. Its 1985 U.S. volume consisted of $247,885 in media, $552,460 in materials and services and $3,743,217 in capitalized fees.

In 1986, the agency gained: Puller Mortgage; Charter Hospital; University Heights Hospital; Oxford Development Corp.; Kutche Chevrolet-Oldsmobile-Pontiac-Buick; Economy Plumbing; Home Federal Savings Bank. It lost: None.

Billings breakdown by media: Newspapers 1%, magazines 20%, medical journals 20%, radio 25%, spot tv 29%, cable tv 1%, outdoor 3%, yellow pages 1%.

Top exec: Vaughn B. Hickman, president. Employees: 20.

Phone: (317) 843-1113. ☑

Hicks & Grayson, Coral Gables, Fla., reported gross income of $356,306 in 1986 on billings of $2,034,667. In 1985, it reported gross income of $394,465 on billings of $2,089,731.

The agency's 1986 U.S. volume consisted of $1,248,270 in media, $525,887 in materials and services and $260,510 in capitalized fees. Its 1985 U.S. volume consisted of $1,172,945 in media, $633,798 in materials and services and $282,988 in capitalized fees.

In 1986, the agency gained: First National Bank of South Miami; Penton Publishing, *Machine Design*; Southern Underwriters Insurance; Dade County Cadillac Dealers; Commercial Realty Alliance. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 20%, magazines 15%, radio 15%, spot tv 30%, cable tv 4%, business papers 15%, direct mail 1%.

Top execs: Donald J. Hicks, president; Stephen A. Grayson, vp. Employees: 3.

Phone: (805) 444-7463. ☑

Hiebling Group, Madison, Wis., reported gross income of $929,971 in 1986 on billings of $8,575,307. In 1985, it reported gross income of $801,436 on billings of $6,305,981.

The agency's 1986 U.S. volume consisted of $2,172,997 in media, $808,128 in materials and services and $5,594,182 in capitalized fees. Its 1985 U.S. volume consisted of $1,088,584 in media, $835,514 in materials and services and $4,381,883 in capitalized fees.

In 1986, the agency gained: Anchor Investment Advisors; Chalet Ski & Patio; Meriter Health Services; Famous Footwear (named agency of record after serving in mktg and rsch capacity). It lost: MPA.

Billings breakdown by media: Newspapers 18.9%, magazines 4.4%, radio 8.9%, spot tv 56.7%, outdoor 3.3%, point of sale 1.1%, yellow pages 1.1%, direct mail, 5.6%.

Top exec: Roman G. Hiebing Jr., president. Employees: 22.

Phone: (608) 256-6357. ☑

High Plains Advertising, Dodge City, Kan., reported gross income of $8,100 in 1986 on billings of $54,738. In 1985, it reported gross income of $6,660 on billings of $44,418.

The agency did not break out billings.

In 1986, the agency gained: Parker-Haskins Insurance; ST Enterprises, communications; Gateway Farm Expo, farm show. It lost: Servi-Tech, consulting svc.

Billings breakdown by media: Newspapers 29%, magazines 2%, radio 50%, network tv 2%, outdoor 1%, farm publications 15%, yellow pages 1%.

Top execs: Joe Berkely, president. Employees: 7.

Phone: (316) 227-7171. ☑

Hinton & Steel, Seattle, reported gross income of $496,754 in 1986 on billings of $4,410,358. In 1985, it reported gross income of $405,095 on billings of $3,163,531.

The agency's 1986 U.S. volume consisted of $948,089 in media, $564,835 in materials and services and $2,897,434 in capitalized fees. Its 1985 U.S. volume consisted of $822,620 in media, $447,368 in materials and services and $1,893,553 in capitalized fees.

In 1986, the agency gained: University Federal Savings Bank; Atomic Press, printer; George Hawkins, seminars. It lost: Savings Bank of Puget Sound.

Billings breakdown by media: Newspapers 25%, magazines 5%, radio 20%, spot tv 20%, outdoor 5%, business papers 10%, direct mail 15%.

Top execs: Dennis D. Hinton, president; David C. Steel Jr., secretary, treasurer. Employees: 12.

Phone: (206) 441-3455). ☑

Hirsch Elliott, New York, reported gross income of $759,000 in 1986 on billings of $5,059,600. In 1985, it reported gross income of $752,000 on billings of $5,012,900.

The agency's 1986 U.S. volume consisted of $704,000 in media, $1,200,690 in materials and services and $3,154,910 in capitalized fees. Its 1985 U.S. volume consisted of $688,000 in media, $1,190,000 in materials and services and $3,134,900 in capitalized fees.

In 1986, the agency gained: Gift Box Corp. of America; Safeguard International, holding company. It lost: CenterCore, systems furniture.

Overseas, the agency gained: Safeguard Systems G.B. Ltd.; Crewe, UK; TriStar Data Systems, Ltd., London, UK; TriStar Data Systems, Waterloo, Ontario, Canada. It lost: None.

Billings breakdown by media: Newspapers 30.9%, magazines 1.2%, radio 3.7%, business papers 33.3%, direct mail 30.9%.

Top execs: Don Elliott, president; Bernie Hirsch, exec vp. Employees: 13.

Phone: (212) 819-9320.

HMK Advertising, Chestnut Hill, Mass., reported gross income of $779,749 in 1986 on billings of $9,148,411. In 1985, it reported gross income of $619,907 on billings of $5,595,400.

The agency did not break out billings.

In 1986, the agency gained: Holiday Inns, Boston; Moduform; Sonitrol, Inc.; Cable Beach Resort Assn.

The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 85%, magazines 15%.

Top execs: Harvey Karp, president; Holly Patmore, vp. Employees: 25.

Phone: (617) 969-7777.

J.P. Hogan & Co., Knoxville, Tenn.. reported gross income of $1,633,895 in 1986 on billings of $10,892,625. In 1985, it reported gross income of $1,512,865 on billings of $10,085,765. The agency also had net income of $262,040 in 1986 and $195,330 in 1985.

The agency's 1986 U.S. volume consisted of $2,405,000 in media, $1,836,420 in materials and services and $6,650,705 in capitalized fees. Its 1985 U.S. volume consisted of $2,426,465 in media, $1,522,860 in materials and services and $6,303,105 in capitalized fees.

In 1986, the agency gained: Crestwood Hospital; WestPoint Pepperell Carpet & Rug div; Cloud Rest Mattress Pad Co. It lost: Recticel Foam

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Top 10 agencies in transit billings

Rank	Agency	Transit billings 1986	Transit billings 1985	U.S. billings 1986	U.S. billings 1985
1	Ally Gargano/MCA Advertising	$6.3	$5.5	$296.1	$330.0
2	Young & Rubicam	5.5	5.4	1,217.2	1,268.1
3	Laurence, Charles, Free & Lawson	2.9	11.8	287.0	235.0
4	Tatham-Laird & Kudner	1.9	2.1	238.5	235.0
5	Schenkein & Associates	1.7	0.9	13.2	12.2
6	Levine, Huntley, Schmidt & Beaver	1.4	2.3	125.2	87.4
7	TBWA Advertising	1.0	N/A	104.7	87.9
8	Lois Pitts Gershon Pon/GGK	1.0	1.1	75.0	63.0
9	Hicks & Greist	1.0	1.0	96.2	94.0
10	Brown, Earle Palmer Cos.	1.0	N/A	142.1	103.6

NOTES: Dollars in millions.
Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

Corp.; Piedmont Energy Co., textile equipment; Ten-Tec, Inc., electronic components.

Billings breakdown by media: Newspapers 0.9%, magazines 5.3%, radio 3%, spot tv 3.5%, outdoor 0.3%, business papers 3.4%, point of sale 8.3%, yellow pages 0.3%, direct mail 26.7%, catalogs 48.3%.

Top execs: Joseph P. Hogan, president-ceo; Ray V. Anthony, exec vp; Robert J. Luedeka, James V. Peek, vps, accts supers; Elinor Chapman, corp secretary. Employees: 26.

Phone: (615) 546-7661.

Homer & Durham Advertising, Ltd., New York, reported gross income of $3,611,955 in 1986 on billings of $23,498,994. In 1985, it reported gross income of $2,708,022 on billings of $20,376,384.

The agency's 1986 U.S. volume consisted of $10,993,286 in media, $2,720,578 in materials and services and $9,785,130. 1985 U.S. volume consisted of $6,183,875 in media, $1,338,557 in materials and services and $12,853,952 in capitalized fees.

In 1986, the agency gained: Allied Signal; Boston Co.; March of Dimes, New York; Druker Co., Boston real estate. It lost: Barber Blue Sea, shipping.

Billings breakdown by media: newspapers 14%, magazines 26%, supplements 2%, radio 5%, spot tv 7%, business papers 23%, point of sale 11%, yellow pages 1%, direct mail 9%, direct response magazine 1%, free-standing inserts 1%.

Top execs: Tamara K. Homer, president; Guy F. Durham, exec vp; John Fisher, vp-mktg; June Wohlhorn, vp-media; John Gruntkowski, vp-production, Donald A. Adley, vp-mktg devel. Employees: 40.

Phone: (212) 477-5400.

Hood, Light & Geise, Harrisburg, Pa., had estimated gross income of $638,000 in 1986 on billings of $4,168,000. In 1985, it had estimated gross income of $546,000 on billings of $3,570,000.

The agency's 1986 U.S. volume consisted of $1,272,000 in media, $481,000 in materials and services and $2,415,000 in capitalized fees. Its 1985 U.S. volume consisted of $1,090,000 in media, $412,000 in materials and services and $2,068,000 in capitalized fees.

The agency did not report accounts gained or lost, or break out billings by media.

Top exec: George Geise, president. Employees: 14.

Phone: (717) 234-8091. ☑

Hughes Advertising, St. Louis, reported gross income of $1,784,476 in 1986 on billings of $14,500,116. In 1985, it reported gross income of $1,722,446 on billings of $14,028,921.

The agency's 1986 U.S. volume consisted of $4,974,988 in media, $1,621,225 in materials and services and $7,903,903 in capitalized fees. Its 1985 U.S. volume consisted of $4,975,222 in media, $1,318,103 in materials and services and $7,735,596 in capitalized fees.

In 1986, the agency gained: Consolidated Aluminum; Cricket Lighters, Alucobond Technologies; DePaul Hospital. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 6%, magazines 6%, medical journals 3%, radio 19%, spot tv 28%, cable tv 1%, outdoor 1%, business papers 20%, point of sale 2%, yellow pages 1%, direct mail 5%, catalogs 8%.

Top execs: Jack A. Hughes, president; Larry R. McLane, exec vp; Donald H. Fosher, Henry George, sr vps. Employees: 33.

Phone: (314) 862-9111. ☑

Humphrey, Herbert & Alber, Pittsburgh, reported gross income of $756,400 in 1986 on billings of $4,902,200. In 1985, it reported gross income of $750,000 on billings of $4,836,000.

The agency's 1986 U.S. volume consisted of $2,800,000 in media, $798,900 in materials and services and $1,303,300 in capitalized fees. Its 1985 U.S. volume consisted of $2,750,000 in media, $788,000 in materials and services and $1,298,000 in capitalized fees.

In 1986, the agency gained: R&J Chevrolet. It lost: West Penn Hospital; Valley Buick.

Billings breakdown by media: Newspapers 25.1%, magazines 17.4%, medical journals 0.2%, radio 14.6%, spot tv 1.3%, cable tv 0.2%, outdoor 3.4%, business papers 0.5%, point of sale 0.2%, yellow pages 0.4%, direct mail 3.9%, catalogs 32.8%.

Top execs: John J. Humphrey, chmn-ceo; Richard G. Herbert, president; Steve A. Alber, coo. Employees: 13.

Phone: (412) 261-4611. ☑

Image Dynamics, Baltimore, had estimated gross income of $2,433,000 in 1986 on billings of $16,673,250. In 1985, it had estimated gross income of $1,855,000 on billings of $12,374,889.

The agency's 1986 U.S. volume consisted of $3,058,040 in media, and $13,173,250 in capitalized fees. Its 1985 U.S. volume consisted of $2,857,113 in media, and $9,517,777 in capitalized fees.

In 1986, the agency gained: Alabama Health Plan; Baltimore Arena; Baltimore Blast; Baltimore City Police; Bancroft Homes; Belmar Homes; Riverside Park; Six Slade. It lost: Greetings & Readings.

Billings breakdown by media: Newspapers 23%, magazines 13%, medical journals 1%, supplements 1%, radio 24%, spot tv 15%, cable tv 3%, outdoor 5%, business papers 5%, transit 1%, direct mail 2%, catalogs 1%, direct response tv 1%, direct response radio 1%, direct response newspapers 1%, direct response magazines 1%, free-standing inserts 1%, other 1%.

Top exec: Phyllis B. Brotman, president. Employees: 30.

Phone: (301) 539-7730. ☑

Impact Marketing & Communications, Boston, reported gross income of $1,350,000 in 1986 on billings of $8,637,000. In 1985, it reported gross income of $1,365,000 on billings of $8,102,000.

The agency's 1986 U.S. volume consisted of $1,600,000 in media, $700,000 in materials and services and $6,337,000 in capitalized fees. Its 1985 U.S. volume consisted of $2,600,000 in media, $1,500,000 in materials and services and $4,002,000 in capitalized fees.

In 1986, the agency gained: Proteon, Inc; Cilas, Inc; W.R. Grace & Co. It lost: Rabbit Software.

Billings breakdown by media: newspapers 5%, magazines 50%, radio 5%, direct mail 20%, catalogs 20%.

Top execs: Betsyann Duval, president; Robert J. Clawson, exec vp; Dorothy Woglom, sr vp. Employees: 20.

Phone: (617) 542-3130. ☑

InterCommunications Inc., Newport Beach, Calif., reported gross income of $1,663,294 in 1986 on billings of $13,744,171. In 1985, it reported gross income of $1,626,661 on billings of $11,349,829.

The agency's 1986 U.S. volume consisted of $2,000,000 in media, $650,000 in materials and services and $11,094,171 in capitalized fees. Its 1985 U.S. volume consisted of $500,000 in materials and services and $10,849,829 in capitalized fees.

In 1986, the agency gained: Disney/Arvida; Fritz Duda Co.; RCS/Gibraltar Savings; Robert Mayer Corp.; Gerson Bakar & Associates; Opera Pacific; American Magnetics; Very Incredible Products, cosmetics. It lost: Jack Nicklaus Devel.

Billings breakdown by media: Newspapers 35%, magazines 20%, radio 10.3%, spot tv 9.8%, outdoor 19.9%, direct mail 5%.

Top exec: Toni Alexander, president. Employees: 20.

Phone: (714) 644-7520.

Intermarco Advertising, New York, a member of the Publicis Group, reported gross income of $1,677,700 in 1986 on billings of $11,184,880. In 1985, it reported gross income of $1,700,000 on billings of $15,175,600.

The agency's 1986 U.S. volume consisted of $8,190,000 in media, $1,567,500 in materials and services and $1,427,380 in capitalized fees. Its 1985 U.S. volume consisted of $10,992,300 in media and $4,183,300 in capitalized fees.

In 1986, the agency gained: Icelandair; Caroll Boutiques. It lost: Goldin-Feldman; Marine Midland; Home Insurance.

Billings breakdown by media: Newspapers 5%, magazines 80%, radio 2%, spot tv 8%, business papers 5%.

Top execs: Frederick W. Rhines, president-ceo; Nick LaMicela, vp, creative dir; Hilary Coghran, vp, media dir; Robert Zimmermacher, vp, office mgr. The agency did not report number of employees.

Phone: (212) 980-8550. ☑

Isidore & Paulson, New York, reported gross income of $3,905,434 in 1986 on billings of $28,006,000. In 1985, it reported gross income of $2,307,503 on billings of $24,036,492.

The agency's 1986 U.S. volume consisted of $15,350,348 in media, $4,950,782 in materials and services and $7,704,870 in capitalized fees. Its 1985 U.S. volume consisted of $13,580,195 in media, $4,225,075 in materials and services and $6,231,222 in capitalized fees.

In 1986, the agency gained: Lightolier; Weiss, Peck & Greer, mutual fund; Evan Kristen, fresh herbs; Menly & James Laboratories; William H. Rorer Co., drugs. It lost: Big Yank.

Billings breakdown by media: Newspapers 27%, magazines 15%, radio 2%, spot tv 50%, business papers 6%.

Top execs: Paul J. Paulson, president-ceo; Anthony Isidore, chmn, creative dir. Employees: 27.

Phone: (212) 972-7500.

Jackson/Ridey, Cincinnati, had estimated gross income of $1,700,000 in 1986 on estimated billings of $11,400,000. The agency did not report financial data for 1985, or break out of billings in 1986.

Top exec: Ron Jackson, chmn & ceo.

Phone: (513) 621-8440

James A Thomas, Chicago, reported gross income of $388,275 in 1986 on billings of $3,287,800. In 1985, it reported gross income of $395,393 on billings of $3,207,331.

The agency's 1986 U.S. volume consisted of $724,220 in media, $304,240 in materials and services and $2,259,340 in capitalized fees. Its 1985 U.S. volume consisted of $683,227 in media, $295,954 in materials and services and $2,228,150 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Urban Market Research.

In 1986, the agency gained: PruCare of Illinois, special projects; Cook DuPage Transportation Systems; Stewart Bus; VSI. It lost: Transportation Services Corp.

Billings breakdown by media: Newspapers 52%, magazines 28%, radio 10%, outdoor 3%, business papers 2%, yellow pages 2%, direct mail 3%.

Top execs: William J. Bloch, president. Employees: 8 in 2 offices.

Phone: (312) 799-6224. ☑

Jameson Advertising, New York, had gross income of $1,300,000 in 1986 on billings of $7,800,000. In 1985, it reported gross income of $980,000 on billings of $5,600,000.

Included in the agency's figures were returns from subsidiary, Grybauskas & Partners Marketing, marketing consultants.

The agency's 1986 U.S. volume consisted of $3,800,000 in media, $1,100,000 in materials and services and $2,900,000 in capitalized fees. Its 1985 U.S. volume consisted of $3,000,000 in media, $700,000 in materials and services and $1,900,000 in capitalized fees.

In 1986, the agency gained: Glenmore Distilleries, new prod; Kepner-Tregoe, mgmt consulting; Quintessence, new frozen food prod; *Savvy* magazine, Family Media; Trusthouse Forte Hotels, Western Atlantic div. It lost: Charles Scribner's Sons, publishers; Albert B. Ashforth, Inc., real estate.

Billings breakdown by media: Newspapers 17%, magazines 26%, radio 10%, network tv 2%, spot tv 14%, cable tv 2%, direct mail 17%, direct response tv 2%, direct response newspapers 4 %, direct response magazines 6%.

Top execs: Austen Ettinger, chmn; James A. Fairbrother, president; Jonathan B. Cranin, exec vp, creative dir; Lee Northshield, sr vp, dir-mktg svcs; Patrice Clay, vp, dir-acct svcs; Dan Silverstone, vp, assoc creative dir; Florence Coyne, vp-admin. G&PM—Roland Grybauskas, president-Grybauskas & Partners Marketing; James Overall, sr vp, creative dir-Grybauskas & Partners Marketing. Employees: 27.

Phone: (212) 645-4646. ☑

JanklowBender, New York, reported gross income of $1,387,650 in 1986 on billings of $12,449,998. In 1985, it had estimated gross income of $1,036,000 on billings of $9,295,000.

The agency's 1986 U.S. volume consisted of $5,255,000 in media, $1,875,000 in materials and services and $5,319,998 in capitalized fees. The agency did not report a billings breakout for 1985.

In 1986, the agency gained: Campus Sportswear, Le Tigre, J.J. Cochran, Campus brand; Walt Disney Productions, consumer prods div, licensing div; El Greco, crayon div. The agency did not report accounts lost.

Billings breakdown by media: Magazines 34%, network tv 20.8%, spot tv 22.6%, cable tv 7.5%, business papers 15.1%.

Top execs: Bruce H. Janklow, president; David Bender, exec vp, creative dir; Murray Gerber, vp, production mgr; Joyce Crawford, vp, acct super. Employees: 15.

Phone: (212) 475-8030. ☑

Jarman, Spitzer & Felix, New York, reported gross income of $2,175,545 in 1986 on billings of $14,336,563. In 1985, it reported gross income of $2,719,431 on billings of $16,610,000.

The agency's 1986 U.S. volume consisted of $6,248,000 in media, $4,901,817 in materials and services and $3,186,746 in capitalized fees. Its 1985 U.S. volume consisted of $7,810,000 in media, $5,446,463 in materials and services and $3,353,536 in capitalized fees.

In 1986, the agency gained: Fuji Electric, circuit breakers and motor starters; Fujinon, Inc., mfr of closed circuit tv lenses; Lambda Semiconductor, discrete semiconductors; Mitsubishi International Corp., paper, paper materials, photographic paper; Oxoid U.S.A., mfr of microbiology reagents and media; Skatron, Inc., mfr of instrumentation for clinical and life science laboratories.

Billings breakdown by media: Newspapers 10%, magazines 12%, medical journals 20%, supplements 5%, radio 5%, direct mail 35%, direct response newspapers 10%, direct response magazines 10%, telemarketing 3%.

Top execs: John Spitzer, president; Richard Felix, chmn. Employees: 50 in 2 offices.

Phone: (212) 661-3322. ☑

Jason Group, New York, reported gross income of $900,225 in 1986 on billings of $9,750,000. In 1985, it reported gross income of $800,250 on billings of $8,809,000.

The agency's 1986 U.S. volume consisted of $6,500,000 in media, $3,250,000 in materials and services and $9,750,000 in capitalized fees. Its 1985 U.S. volume consisted of $5,822,000 in media, $2,987,000 in materials and services and $8,809,000 in capitalized fees.

In 1986, the agency gained: Bleyle of America, women's fashions; NYNEX, computer svcs div. It lost: MicroEdge, computer software.

Billings breakdown by media: Newspapers 10%, magazines 55%, radio 10%, network tv 15%, business papers 10%.

Top execs: Art Sasso, president; Vince Scotti, exec vp. Employees: 12.

Phone: (212) 967-6550. ☑

Jayme Organization, Cleveland, reported gross income of $4,408,000 in 1986 on billings of $34,095,627. In 1985, it reported gross income of $3,420,000 on billings of $27,283,071.

The agency's 1986 U.S. volume consisted of $2,607,470 in media, $2,400,287 in materials and services and $29,087,870 in capitalized fees. Its 1985 U.S. volume consisted of $2,440,416 in media, $2,258,035 in materials and services and $22,584,620 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Publicom, pr
- Strategic Research Center, mktg rsch/strategic analysis
- The Boardroom, graphic & design

In 1986, the agency gained: Eaton Corp., Truck Parts Division; Mannesmann Demag, material handling systems; WCPN Radio; Diebold, Inc., Electronic Products Group, Retail Products Group, Customer Service Group, self-service automated transaction systems & security systems. It lost: Zipp-Davis Technical Service Co., Information Marketing International, info retrieval systems.

Billings breakdown by media: Newspapers 0.1%, magazines 0.3%, radio 0.2%, business papers 6.6%, yellow pages 0.4%, other (materials, svcs and agency fees) 92.4%.

Top execs: George N. Havens, chmn & ceo; Michael E. Cargile, president; Lawrence R. Kavanaugh, exec vp; Allen B. Straka, vp-finance; Cathy A. Pokorny, president-Publicom; Kathleen M. Wallace, president-Strategic Research Center; Kim F. Zarney, president-The Boardroom; James E. Horn, sr vp; Edward D. Young, honorary chmn. Employees: 90.

Phone: (216) 831-0110. ☑

T.S. Jenkins & Associates, Flint, Mich., reported gross income of $693,500 in 1986 on billings of $4,550,409. In 1985, it reported gross income of $598,974 on billings of $4,120,906.

The agency's 1986 U.S. volume consisted of $1,339,669 in media, $267,365 in materials and services and

$2,875,937 in capitalized fees. Its 1985 U.S. volume consisted of $1,226,335 in media, $267,365 in materials and services and $2,627,206 in capitalized fees.

In 1986, the agency gained: Baker College; Genesee/Shiawassee Employment Training Administrative Unit.

Billings breakdown by media: Newspapers 38%, magazines 3%, radio 17%, spot tv 25.5%, outdoor 13%, business papers 2.5%.

Top execs: John G. LeSage, president; Kenneth C. Rice, exec vp; James M. Owsinski, vp; Patricia A. Franklin, secretary, treasurer. Employees: 13.

Phone: (313) 235-5654. ☑

Rick Johnson & Co., Albuquerque, reported gross income of $1,701,487 in 1986 on billings of $13,109,527. In 1985, it reported gross income of $1,650,000 on billings of $11,005,500.

The agency's 1986 U.S. volume consisted of $3,999,669 in media, $1,222,576 in materials and services and $7,887,282 in capitalized fees. The agency did not break out billings for 1985.

Included in the agency figures were returns from Sterling Tape, video tape sales.

Billings breakdown by media: Newspapers 13.9%, magazines 6.9%, radio 13.9%, network tv 27.8%, outdoor 20.8%, business papers 2.8%, point of sale 2.8%, direct mail 6.9%, catalogs 1.4%, free-standing inserts 2.8%.

Top execs: Eric D. Johnson, president; Deborah U. Johnson, exec vp; Sterling R. Grant, Patricia Mannino, sr vps. Employees: 45.

Phone: (505) 266-1100. ☑

Jordan/Tamraz/Caruso Advertising, Chicago, reported gross income of $4,530,000 in 1986 on billings of $30,200,000. In 1985, it reported gross income of $4,300,000 on billings of $28,680,000.

The agency's 1986 U.S. volume consisted of $22,100,000 in media, $5,158,000 in materials and services and $2,942,000 in capitalized fees. Its 1985 U.S. volume consisted of $20,600,000 in media, $5,480,000 in materials and services and $2,600,000 in capitalized fees.

In 1986, the agency gained: Vestron Motion Pictures; Galaxy Pictures; General Optimization, computer software. It lost: Western Development.

Billings breakdown by media: Newspapers 30.4%, magazines 6.5%, radio 18.5%, spot tv 37%, cable tv 1%, outdoor 2.2%, business papers 2.2%, point of sale 2.2%.

Top execs: Joe Caruso, president; Chuck Jordan, exec vp; Ron Mondlock, vp, creative dir. Employees: 69.

Phone: (312) 951-2000.

Juhl Agency, Elkhart, Ind., had estimated gross income of $4,132,000 in 1986 on billings of $27,121,991. In 1985, it had estimated gross income of $3,338,000 on billings of $23,569,982.

The agency's 1986 U.S. volume consisted of $5,736,942 in media, $2,355,561 in materials and services and $19,049,488 in capitalized fees. Its 1985 U.S. volume consisted of $5,141,000 in media, $2,669,000 in materials and services and $15,759,982 in capitalized fees.

Figures also include those from its eastern office in Valhalla, N.Y., an Indianapolis office opened January, 1986, and subsidiary, Juhl Public Relations.

In 1986, the agency gained: Aristokraft, Inc.; Castle Mortgage; J. Chatillon & Sons; E-A-R, Cabot Labs div; Goshen General Hospital; Ingall's; Mercy College; Ringling Bros. Barnum & Bailey; Sleepy Hollow Restorations. It lost: Abu-Garcia; Control Resource; Geocel; Hacienda; Pepe Co.; Walker Downriggers.

Billings breakdown by media: Newspapers 4.4%, magazines 47.9%, radio 4.4%, spot tv 8.6%, business papers 26.1%, yellow pages 8.6%.

Top execs: Howard J. Blackwood, president & ceo; Max B. Barrick, exec vp; Stephen Patton, sr vp. Employees: 67 in 3 offices, down from 83 in 2 in 1985.

Phone: (219) 293-5621. ☑

Kaprielian O'Leary Advertising, New York, reported gross income of $1,612,500 in 1986 on billings of $10,630,450. In 1985, it reported gross income of $1,625,000 on billings of $10,700,000.

The agency's 1986 U.S. volume consisted of $7,775,000 in media, $1,955,000 in materials and services and $900,450 in capitalized fees. Its 1985 U.S. volume consisted of $10,000,000 in media, $700,000 in materials and services.

In 1986, the agency gained: Paradise Island Tourism Development Assn.; Piedmont Industries, Kaynee Shirts, Eagle Shirts.

Billings breakdown by media: Newspapers 22%, magazines 34%, radio 7%, spot tv 20%, cable tv 3%, outdoor 3%, transit 2%, point of sale 5%, direct mail 3%, direct response magazines 1%.

Top execs: Walter Kaprielian, chmn, creative dir; Alice O'Leary, president, ceo; Andrew Frothingham, sr vp. Employees: 19.

Phone: (212) 580-9494. ☑

Karsh & Hagan, Englewood, Colo., reported gross income of $8,677,909 in 1986 on billings of $24,382,793. In 1985, it reported gross income of $2,412,592 on billings of $20,022,824.

The agency's 1986 U.S. volume consisted of $8,677,909 in media, $4,122,036 in materials and services and $10,984,349 in capitalized fees. Its 1985 U.S. volume consisted of $5,391,121 in media, $3,647,354 in materials and services and $10,984,349 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Karsh & Hagan Public Relations.

In 1986, Karsh & Hagan gained: Whirlpool Kitchens, cabinets; Great West Life; Porter Memorial Hospital, health care. It lost: Grupe Development Co.

Billings breakdown by media: Newspapers 26.5%, magazines 2.9%, radio 15.3%, spot tv 53.7%, outdoor 1.6%,.

Top execs: Philip H. Karsh, Thomas P. Hagan, co-chmns; P.L. Marranzino, Jr., president; Phillip S. Wood, exec vp; Joan R. Hawley, vp-finance, treasurer. Employees: 52.

Phone: (303) 770-8088.

Kaufman Goldman Stral, Chicago, reported gross income of $659,777 in 1986 on billings of $3,693,614. In 1985, it reported gross income of $662,602 on billings of $3,963,596.

The agency's 1986 U.S. volume consisted of $1,465,664 in media, $616,138 in materials and services and $1,611,812 in capitalized fees. Its 1985 U.S. volume consisted of $1,517,157 in media, $785,756 in materials and services and $1,660,683 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Market Communication Associates, pr.

In 1986, the agency gained: Progressive Computing; Harris Publishing.

The agency's 1986 U.S. billings were all in business papers.

Top execs: Harold M. Stral, chmn; Laurence Kaufman, president; Morrie Goldman, vp, treasurer; Lee Stral, vp, secretary. Employees: 22.

Phone: (312) 944-0300. ☑

Henry J. Kaufman & Associates, Washington, reported gross income of $5,100,000 in 1986 on billings of $24,000,000. The agency did not report figures for 1985.

The agency did not break out billings or provide a breakdown of media.

Included in the agency's figures were returns from subsidiaries:

- Market Research Bureau
- Kaufman Public Relations
- Creative Directions

In 1986, the agency gained: American Automobile Assn.; International Apple Institute; National Satellite Paging; National Dairy Board; U.S. Departmemnt of State; Rodime.

Top exec: Michael Carberry, president. Employees: 72.

Phone: (202) 333-2700.

Kaufman & Maraffi, New York, reported gross income of $1,100,000 in 1986 on billings of $13,215,620. In 1985, it reported gross income of $1,093,100 on billings of $12,867,000.

The agency's 1986 U.S. volume consisted of $10,100,000 in media, $1,875,000 in materials and services and $1,240,620 in capitalized fees. Its 1985 U.S. volume consisted of $10,100,000 in media, $2,100,000 in materials and services and $667,000 in capitalized fees.

In 1986, the agency gained: Waldorf-Astoria Hotel; Johnson Geneva Corp., showboat; Hotel and Casino, Atlantic City.

Billings breakdown by media: Newspapers 41%, magazines 25%, supplements 5%, radio 15%, spot tv 10%, outdoor 2%, business papers 2%.

Top execs: Jack Kaufman, chmn; Jack Maraffi, president; Caryl Rogers, secretary; Mort Yunger, Rick Del Rossi, Claire Mangers, Cathy Connors, vps. Employees: 22.

Phone: (212) 867-0670.

Keller Haver, New York, reported gross income of $340,000 in 1986 on billings of $2,100,000. In 1985, it reported gross income of $360,000 on billings of $2,300,000.

The agency's 1986 U.S. volume consisted of $1,700,000 in media and $400,000 in materials and services. Its 1985 U.S. volume consisted of $1,950,000 in media and $350,000 in materials and services.

Billings breakdown: Newspapers 15%, magazines 10%, radio 2.5%, spot tv 5%, outdoor 15%, farm publications 2.5%, transit 30%, point of sale 10%, catalogs 10%.

Top exec: Joe Keller. Employees: 6.

Phone: (212) 867-9494.

Kerker & Associates, Minneapolis, reported gross income of $3,626,143 in 1986 on billings of $24,285,963. In 1985, it reported gross income of $3,072,272 on billings of $20,575,244.

The agency's 1986 U.S. volume consisted of $12,770,091 in media, $2,681,471 in materials and services and $8,834,401 in capitalized fees. Its 1985 U.S. volume consisted of $9,437,745 in media, $2,636,678 in materials and services and $8,500,821 in capitalized fees.

In 1986, the agency gained: Deli-Express; Hennepin Faculty Associates; Minnesota North Stars; Minnesota Valley Engineering; Minnwest Banks; Vollrath Refrigeration. It lost: Brutger Hospitality Group; Lyon Foods; Despatch Industries.

The agency did not include a billings breakdown.

Top execs: Douglas A. Freeman, chmn; Charles C. Wanous, president; Robert E. Marlow, ceo; Charles H. Kelly, vp. Employees: 45.

Phone: (612) 835-7922. ☑

Keroff & Rosenberg Advertising, Chicago, reported gross income of $2,775,000 in 1986 on billings of $18,504,015. In 1985, it reported gross income of $2,244,958 on billings of $14,973,869.

The agency's 1986 U.S. volume consisted of $10,079,370 in media, $1,803,876 in materials and services and $6,620,769 in capitalized fees. Its 1985 U.S. volume consisted of $7,513,129 in media, $1,563,209 in materials and services and $5,897,531 in capitalized fees.

In 1986, the agency gained: Arlington Park Racetrack, Ltd. It lost: Azteca Tortillas.

Billings breakdown by media: Newspapers 20%, magazines 6.7%, radio 16.7%, spot tv 20%, cable tv 3.3%, outdoor 6.7%, business papers 6.7%, point of sale 3.2%, direct mail 16.7%.

Top execs: William B. Keroff, president; Charles I. Rosenberg, exec vp. Employees: 40.

Phone: (314) 321-9000. ☑

Kert Advertising, Fort Lauderdale, Fla., reported gross income of $2,826,000, of which $2,511,000 was non-U.S. contributions, in 1986 on billings of $19,341,000, of which $16,823,250 was non-U.S. contributions. In 1985, it reported gross income of $2,641,000, of which $2,400,000 was non-U.S. contributions, on billings of $18,200,000, of which $16,560,855 was non-U.S. contributions.

The agency's 1986 U.S. volume consisted of $1,893,000 in media, $458,000 in materials and services and $166,750 in capitalized fees. Its 1985 U.S. volume consisted of $925,000 in media, $424,000 in materials and services and $290,145 in capitalized fees.

In 1986, the agency gained: Nutri/System of Florida, weight loss prods; Pasta Fasta, pizza chain; Spirits Inc., liquor, wine stores. It lost: Best Wishes Card Shoppes, gift shop chain; Workers Compensation Board, govt svc.

Billings breakdown by media: Newspapers 55%, magazines 0.5%, radio 18%, spot tv 3%, outdoor 0.5%, point of sale 23%'

Top execs: Norman Kert, president; Les Hill, vp. Employees: 51 in 4 offices.

Phone: (305) 971-4646. ☑

Keye/Donna/Pearlstein, Los Angeles, reported gross income of $9,488,939 in 1986 on billings of $63,291,223. In 1985, it reported gross income of $8,184,207 on billings of $54,588,661.

The agency's 1986 U.S. volume consisted of $52,550,262 in media, $6,060,569 in materials and services and $4,680,392 in capitalized fees. Its 1985 U.S. volume consisted of $44,513,239 in media, $5,867,192 in materials and services and $4,208,230 in capitalized fees.

In 1986, the agency gained: Jerseymaid Milk Products Co.; Pavilions, supermarkets; Suzuki Dealers Assns. in Colorado, Texas and the Northeast.

Billings breakdown by media: Newspapers 6%, magazines 33%, radio 4%, network tv 5%, spot tv 46%, outdoor 6%.

Top execs: Leonard Pearlstein, president & ceo; Paul Keye, chmn, creative dir; Mario Donna, principal; William J. Bragg, exec vp. Employees: 103 in 3 offices.

Phone: (213) 477-0061. ☑

Keye Advertising, Brooklyn, N.Y., reported gross income of $684,191 in 1986 on billings of $6,394,307. In 1985, it reported gross income of $682,140 on billings of $6,255,224.

The agency did not report a billings breakout.

Billings breakdown by media: Direct mail 26%; direct response tv 8%, direct response newspapers and magazines 66%.

Top execs: Murray Schechter, president & ceo; David Corbin, exec vp. Employees: 6.

Phone: (718) 339-9048. ☑

Keyes Martin Gaby Linett, Springfield, N.J., reported gross income of $8,215,000 in 1986 on billings of $53,000,000. In 1985, it reported gross income of $7,350,000 on billings of $45,900,000.

The agency, known only as Keyes Martin until Nov. 1, 1986, added

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Top 10 agencies in outdoor billings

Rank	Agency	Outdoor billings 1986	Outdoor billings 1985	U.S. billings 1986	U.S. billings 1985
1	Leo Burnett	$97.8	$82.8	$1,361.6	$1,269.9
2	William Esty Advertising Co.	51.0	61.2	510.0	510.0
3	Ogilvy & Mather Worldwide	39.0	35.0	1,425.3	1,420.4
4	Foote, Cone & Belding Communications	34.0	10.0	1,616.7	1,430.7
5	Wells, Rich, Greene	33.3	38.9	665.2	648.1
6	Ally Gargano/MCA Advertising	28.0	26.1	296.1	330.0
7	D'Arcy Masius Benton & Bowles	24.3	25.4	1,217.2	1,268.1
8	DDB Needham Worldwide	21.9	23.7	1,613.7	1,682.5
9	J. Walter Thompson Co.	20.9	17.8	1,732.1	1,672.9
10	Bozell, Jacobs, Kenyon & Eckhardt	20.3	12.4	1,125.0	1,030.0

NOTES: Dollars in millions.

Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media.

Gaby and Linett to the title to reflect both an ownership and management change. Daniel M. Gaby purchased the agency from Martin Steinhardt in late 1986 and became chairman, moving up from president. Caryl Linett, creative director for a number of years, moved up to president.

The agency's 1986 U.S. volume consisted of $16,400,000 in media, $4,100,000 in materials and services and $32,500,000 in capitalized fees. Its 1985 U.S. volume consisted of $12,700,000 in media, $3,200,000 in materials and services and $30,000,000 in capitalized fees.

In 1986, the agency gained: Citicorp; Brazil Contempo Furniture; National Patent Dental Products; Mortco Mortgage; Atlantic Insurance; Joseph Cory; First Jersey National/South; Films for the Humanities; Channel Club; DKM Properties; Energy Marketing Exchange; Matterhorn Hotel & Conference Center; Prudential/Karli. It lost: American Woman Figure Salons; Kaufelt's Fancy Groceries.

Billings breakdown by media: Newspapers 22%, magazines 11%, radio 12%, spot tv 12%, outdoor 10%, business papers 14%, point of sale 1%, direct response magazines 3%, free-standing inserts 9%.

Top execs: Daniel M. Gaby, chmn; Caryl Linett, president, creative dir; Jack Tucker, president-Keyes Martin Public Relations; Linda Mezo, exec vp, dir-acct svcs; Samuel J. Harrison, sr vp, dir-business devel; Alfred H. Lies, Harvey Victor, Leonard B. Brown, sr vps. Employees: 100 in 2 offices.

Phone: (201) 376-7300. ☑

Kinzie & Green, Wausau, Wis., reported gross income of $222,610 in 1986 on billings of $1,624,250. In 1985, it reported gross income of $289,598 on billings of $2,309,139.

The agency's 1986 U.S. volume consisted of $761,423 in media, $103,608 in materials and services and $759,219 in capitalized fees. Its 1985 U.S. volume consisted of $985,115 in media, $164,198 in materials and services and $1,159,826 in capitalized fees.

In 1986, the agency gained: Marathon Electric, electric motors; Kid's Korner Pizza; Murray Machinery, paper making machinery; Lionite Hardboard, decorative hardboard; Wausau Metals, aluminum windows. It lost: Floors Unlimited; Tri County State Bank; Norco Windows; Red Car Auto Parts; Marquip.

Billings breakdown by media: Newspapers 14.2%, magazines 20.6%, radio 6.3%, spot tv 7.2%, outdoor 3.6%, business papers 43.4%, yellow pages 4.7%.

Top execs: Kirk E. Howard, president. Employees: 6.

Phone: (715) 845-4251. ☑

Klein/Richardson, Beverly Hills, Calif., reported gross income of $728,100 in 1986 on billings of $4,856,427. In 1985, it reported gross income of $565,300 on billings of $3,770,600.

In 1986, the agency gained: Akai America; Hoag Hospital; Hospital Cost Consultants; Natural Nectar. It lost: Golden State Sanwa Bank; Reading Game; Los Angeles Hilton.

Billings breakdown by media: Newspapers 29%, magazines 9%, medical journals 2%, radio 32%, spot tv 9%, outdoor 4%, business papers 3%, point of sale 6%, direct mail 6%.

Top execs: Niel K. Klein, president, creative dir; Glenn W. Richardson, exec vp, acct scvs dir. Employees: 13.

Phone: (213) 652-4450.

Klemtner Advertising, New York, reported gross income of $8,600,000 in 1986 on billings of $60,000,000. In 1985, it reported gross income of $4,800,000 on billings of $47,000,000. Klemtner is part of Saatchi & Saatchi Compton Worldwide.

The agency's 1986 U.S. volume consisted of $8,350,000 in media, $5,500,000 in materials and services and $46,150,000 in capitalized fees. Its 1985 U.S. volume consisted of $4,800,000 in media, $3,150,000 in materials and services and $39,050,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:
- Comtact Corp., audiovisuals
- Medical Service Projects

In 1986, the agency gained: McNeil Labs, Medipren, new prods; Cyanamid, Felbinac; Procter & Gamble, Folger's; Rorer, Inc., Nitrolingual; Rorer International, new prod; Lupus Research Institute, Premarin, Ayerst. It lost: Baxter Travenol.

Billings breakdown by media: Magazines 3.9%, medical journals 64.2%, network tv 15.7%, cable tv 2.8%, direct mail 13.4%, collateral 16.1%.

Top execs: Albert P. Molinaro Jr., president & ceo; Gavin A. Scotti, R. Jay Conlan, Sander Flaum, exec vps; Robert Brilliant, David Best, Roger Musich, George Constantinoff, Robert Levine, Ray Dutch, E. Chris Woodbury, Joe Noel, exec vps. Employees: 102.

Phone: (212) 350-0400. ☑

Knudsen Moore Schropfer, Stamford, Conn., reported gross income of $2,050,000 in 1986 on billings of $14,800,00. In 1985, it reported gross income of $2,050,000 on billings of $14,800,000.

The agency's 1986 U.S. volume consisted of $10,500,000 in media, $2,100,000 in materials and services and $2,200,000 in capitalized fees. Its 1985 U.S. volume consisted of $10,000,000 in media, $2,600,000 in materials and services and $2,200,000 in capitalized fees.

In 1986, the agency gained: World Wrestling Federation; King Oscar Foods; McKleans. It lost: Mexican Foods of America.

Billings breakdown by media: Newspapers 6%, magazines 18%, radio 6%, spot tv 64%, business papers 6%.

Top execs: David W. Schropfer, president; Joseph A. DelGaldo, exec vp; William K. Hoag, sr vp, media dir; Harry Matthei, sr vp, creative dir; C. Chandler Pohl, sr vp; Gerry Fox, vp. Employees: 30.

Phone: (203) 967-7200.

Kocs, Wesson & Associates, Elm Grove, Wis., reported gross income of $435,000 in 1986 on billings of $2,900,000. In 1985, it reported gross income of $465,000 on billings of $3,100,000.

The agency's 1986 U.S. volume consisted of $200,000 in media, $75,000 in materials and services and $2,625,000 in capitalized fees. Its 1985 U.S. volume consisted of $375,000 in media, $100,000 in materials and services and $2,625,000 in capitalized fees.

In 1986, the agency gained: Gordon Flesch Co., office equipment; Carley Management, commercial property; Kartes Video; Security Health Plan. It lost: Fiserv, data processing; Hall Chevrolet; ADE, protective pkg.

Billings breakdown by media: Newspapers 7.4%, magazines 6.0%, radio 9.8%, spot tv 4%, business papers 30.9%, point of sale 2.9%, direct mail 3.8%; catalogs 16.9%, pr 18.3%.

Top execs: Warren R. Eulgen, president, acct super; Dennis W. Kocs, vp, art dir; Phil H. Wesson, vp, producer. Employees: 6.

Phone: (414) 786-6624. ☑

Kolon, Bittker & Desmond, Troy, Mich., reported gross income of $2,900,000 in 1986 on billings of $23,000,000. In 1985, it reported gross income of $2,500,000 on billings of $17,035,000.

The agency's 1986 U.S. volume consisted of $12,000,000 in media, $3,000,000 in materials and services and $8,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $11,000,000 in media, $2,700,000 in materials and services and $3,335,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Heritage Graphic Services.

In 1986, the agency gained: Crain Communications, sales promotion; Four Seasons Formal Wear; Hyatt Regency, Dearborn, special projects; The Vertical Club, N.Y.C.; Van Horn's, Inc., men's wear chain; Automotive Powerboat Assn., sports mktg; Michigan Retailers Assn. It lost: Westin Hotel, Detroit.

Billings breakdown by media: Newspapers 20%, magazines 4%, radio 15%, spot tv 35%, outdoor 4%, business papers 5%, point of sale 5%, direct mail 10%, other 5%.

Top execs: John S. Kolon, president; Joseph J. Bittker, chmn; Phillip L. Bittker, vice chmn. Employees: 50.

Phone: (313) 524-2500.

Kopf & Isaacson Advertising, Melville, N.Y., reported gross income of $705,000 in 1986 on billings of $5,053,420. In 1985, it reported gross income of $580,000 on billings of $4,226,740.

The agency's 1986 U.S. volume consisted of $2,930,000 in media, $1,950,000 in materials and services and $173,420 in capitalized fees. Its 1985 U.S. volume consisted of $2,460,000 in media, $1,620,000 in materials and services and $146,740 in capitalized fees.

In 1986, the agency gained: Beacon Federal Savings Bank; General Instruments, Power Semiconductor Division; Leviton Telecom Products. It lost: Patient Technology.

Billings breakdown by media: Newspapers 5%, magazines 75%, business papers 15%, direct mail 2%, other 3%.

Top execs: Andrew Isaacson, president; Ken Kopf, secretary, treasurer. Employees: 16.

Phone: (516) 293-6115. ☑

Korey, Kay & Partners, New York, reported gross income of $3,306,025 in 1986 on billings of $25,604,191. In 1985, it reported gross income of $2,675,090 on billings of $17,554,422.

The agency's 1986 U.S. volume consisted of $15,639,017 in media, $1,716,578 in materials and services and $8,248,596 in capitalized fees. Its 1985 U.S. volume consisted of $7,838,907 in media, $1,605,082 in materials and services and $8,110,433 in capitalized fees.

In 1986, the agency gained: Almay cosmetics; Hospital Corp. of America; Members Only apparel and other fine prods; Savin copiers; Tri-Honda dealerships. It lost: El-Al Israel Airlines, corp.

Billings breakdown by media: Newspapers 8%, magazines 19%, radio 3%, spot tv 65%, outdoor 5%.

Top execs: Allen Kay, chmn; Lois Korey, president. Employees: 41, up from 28 in 1985.

Phone: (212) 620-4300. ☑

Kresser, Craig/D.I.K., Los Angeles, reported gross income of $6,000,000 in 1986 on billings of $40,000,000. In 1985, the agency reported gross income of $2,925,000 on billings of $19,500,000.

The agency's 1986 U.S. volume consisted of $33,500,000 in media, $5,200,000 in materials and services and $1,300,000 in capitalized fees. Its 1985 U.S. volume consisted of $15,100,000 in media, $2,800,000 in materials and services and $1,300,000 in capitalized fees.

Figures do not include those of its research subsidiary, L&J Research.

In 1986, the agency gained: Kenwood Electronics; Pacific Basin; Restaurant Concepts. It lost: Alpine.

Billings breakdown by media: Newspapers 5%, magazines 12%, radio 10%, network tv 8%, spot tv 60%, outdoor 5%.

Top execs: Robert Kresser, chmn; Jean Craig, president, creative dir; Paul Anton, exec vp, dir-mktg; Ron Goodwin, exec vp, co-creative dir; Yushi Ebihara, exec vp. Employees: 70, up from 55 in 1985.

Phone: (213) 553-8254. ☑

Krupp/TaylorUSA, had estimated gross income of $9,720,000 in 1986 on billings of $64,810,000. In 1985, it had estimated gross income of $7,561,000 on billings of $50,404,000.

The agency's 1986 U.S. volume consisted of $46,574,000 in media and $18,236,000 in capitalized fees. Its 1985 U.S. volume consisted of $48,404,000 in media and $2,000,000 in capitalized fees.

In 1986, the agency gained: Home Shopping Network; Pritikin Diet Centers; America West Airlines; GT Global. It lost: GTE Sprint.

Billings breakdown by media: Direct mail 90%, direct response newspapers 4%, direct response magazines 4%, telemarketing 2%.

Top execs: Robert W. Buckingham, president; Murray R. Bowes, Norton Weinstein, exec vp; Robert G. Schiesser Jr., vp, cfo; Richard Brickner, sr vp, creative dir; Derrick Van Nimwegen, sr vp-business devel. Employees: 321 in 9 offices.

Phone: (213) 306-3646. ☑

KSK Communications Ltd., McLean, Va., reported gross income of $1,440,399 in 1986 on billings of $9,134,299. In 1985, it reported gross income of $1,202,510 on billings of $8,083,450.

The agency's 1986 U.S. volume consisted of $1,755,814 in media, $1,275,889 in materials and services and $6,102,596 in capitalized fees. Its 1985 U.S. volume consisted of $1,436,533 in media, $1,801,649 in materials and services and $4,845,248 in capitalized fees.

In 1986, the agency gained: Mead Imaging; Atlantic Research Corp; Area Network Products; SCOPE, Inc.; ARIES Group; Bancshares 2000; EDS, P&C group; Friedman & Fuller Group; HCI; Washington International Teleport.

The agency lost: M.D-IPA; TRT Telecommunications; GTE Spacenet Corp.

Billings breakdown by media: Newspapers 24.6%, magazines 33.9%, radio 6.1%, spot tv 9.6%, outdoor 1.2%, business papers 22.5%, transit 2.1%.

Top execs: Karen S. Kennedy, president; Carole M. Bowns, exec vp. Employees: 27.

Phone: (703) 734-1880. ☑

Lally, McFarland & Pantello, New York, reported gross income of $9,685,826 in 1986 on billings of $43,260,861. In 1985, it reported gross income of $8,930,200 on billings of $34,535,619.

The agency's 1986 U.S. volume consisted of $3,764,303 in media and $39,496,558 in capitalized fees. Its 1985 U.S. volume consisted of $4,414,253 in media, and $30,121,366 in capitalized fees.

In 1986, the agency gained: American Home Products, Ayerst Laboratories div, Inderal prods; Procter & Gamble, Richardson-Vick's div, Chloraseptic; Bristol-Myers, Xomed div, Audiant. It lost: G.D. Searle & Co., Cytotec.

Overseas the agency gained: Ayerst Laboratories, Inderal, Canada.

Billings breakdown by media: Medical journals 13.1%, direct mail 86.9%.

Top execs: Ronald G. Pantello, president; John M. Lally, creative dir-copy; James R. McFarland, creative dir. Employees: 70 in 2 offices.

Phone: (212) 532-1000. ☑

Hal Langerman Co., Center Square, Pa., reported gross income of $1,245,815 in 1986 on billings of $6,744,666. In 1985, it reported gross income of $1,083,317 on billings of $5,864,924.

The agency's 1986 U.S. volume consisted of $276,000 in materials and services and $6,468,666 in capitalized fees. Its 1985 U.S. volume consisted of $240,000 in materials and services and $5,864,924 in capitalized fees.

In 1986, the agency gained: The Travelers; Monumental General Insurance; AIG Life; National Liberty Marketing; First Pennsylvania Bank. Billings breakdown by media: Direct mail 60%, direct response tv 10%, direct response newspapers 10%, direct response magazines 10%, free-standing inserts 10%.

Top execs: Hal Langerman, president; Doris Tustin, mng partner. Employees: 8.

Phone: (215) 275-1901.

Lardis, McCurdy & Co., Meriden, Conn., reported gross income of $570,000 in 1986 on billings of $3,392,000. In 1985, it reported gross income of $1,327,000 on billings of $3,496,000.

The agency's 1986 U.S. volume consisted of $1,470,000 in media, $1,055,000 in materials and services and $867,000 in capitalized fees. Its 1985 U.S. volume consisted of $1,327,000 in media, $1,315,000 in materials and services and $854,000 in capitalized fees.

In 1986 the agency gained: Dataproducts New England. It lost: None.

Billings breakdown by media: Newspapers 16.4%, magazines 3.5%, radio 4.1%, outdoor 3.8%, business papers 33.9%, point of sale 14.2%, yellow pages 7.4%, catalogs 10.8%, free-standing inserts 5.9%.

Top execs: John S. McCurdy, president; Jack A. Lardis, exec vp. Employees: 12.

Phone: (203) 235-7040. ☑

Larwin/Livers Associated, Huntingdon Valley, Pa., reported gross income of $1,200,000 in 1986 on billings of $9,230,000. In 1985, it reported gross income of $1,235,000 on billings of $9,500,000.

The agency's 1986 U.S. volume consisted of $1,590,350 in media, $1,003,000 in materials and services and $6,636,650 in capitalized fees. Its 1985 U.S. volume consisted of $1,659,062 in media, $1,106,037 in materials and services and $6,734,899 in capitalized fees.

In 1986, the agency gained: EM Science, div of EM Industries; Henry Mann, Inc., electronic mfg equipment; First Pennsylvania Bank. It lost: J.T. Stimy, Inc., electronic assembly systems; Quad Systems, electronic assembly equipment; R.F. Products, defense electronic equipment; Static, control prods; Automated Production Systems.

Billings breakdown by media: Newspapers 1.2%, business papers 50%, point of sale 1.3%, direct mail 21.3%, catalogs 26.2%.

Top execs: Stephen S. Livers, president. Employees: 20.

Phone: (215) 938-0400. ☑

Lauerer Markin Gibbs, Maumee, Ohio, reported gross income of $7,235,930 in 1986 on billings of $23,055,496. In 1985, it reported gross income of $6,307,371 on billings of $16,760,123.

The agency's 1986 U.S. volume consisted of $2,499,138 in media, $1,945,268 in materials and services and $18,611,090 in capitalized fees. Its 1985 U.S. volume consisted of

$1,832,700 in media, $1,745,736 in materials and services and $13,181,687 in capitalized fees.

Included in the agencies figures were returns from subsidiary, Flournoy & Gibbs, pr.

In 1986, the agency gained: Norteck Co., Universal Rundle Corp., plumbing fixtures; Crestline, windows and patio doors; AIMCOR, minerals processor; Champion Aviation Products; Imperial Cup, vending cups and foodservice prods. It lost: Therma-Tru Products, entry doors.

Billings breakdown by media: Newspapers 3.3%, magazines 25.5%, radio 11%, spot tv 16.7%, cable tv 5.6%, outdoor 2.2%, point of sale 5.6%, yellow pages 2.2%, direct mail 5.6%, catalogs 16.7, free-standing inserts 5.6%.

Top execs: Kenneth G. Lauerer, sr partner-acct services; G. Edward Gibbs, sr partner-creative services; William R. Markin, sr partner-mktg services. Employees: 72.

Phone: (419) 893-2500. ☑

Launey, Hachmann & Harris, New York, reported gross income of $2,311,550 in 1986 on billings of $15,413,000. In 1985, it reported gross income of $2,268,000 on billings of $15,124,000.

The agency's 1986 U.S. volume consisted of $8,642,000 in media, $1,295,000 in materials and services and $5,476,000 in capitalized fees. Its 1985 U.S. volume consisted of $8,365,000 in media, $1,236,000 in materials and services and $5,523,000 in capitalized fees.

Billings breakdown by media: Newspapers 5%, magazines 31%, supplements 6%, radio 8%, spot tv 10%, outdoor 1%, business papers 20%, point of sale 1%, direct mail 9%, direct response magazines 8%, telemarketing 1%.

Top execs: Robert E. Launey, president; Henry Hachmann, vp, creative dir; Deborah D. Fineout, vp-acct scv; Joesph Harris, vp, media planner. Employees: 16.

Phone: (212) 679-1702.

Martin A. Lave Marketing, Indianapolis, had estimated gross income of $591,000 in 1986 on billings of $3,868,339. In 1985, it had estimated gross income of $559,000 on billings of $3,638,294.

The agency's 1986 U.S. volume consisted of $3,210,927 in media, $416,312 in materials and services and $241,100 in capitalized fees. Its 1985 U.S. volume consisted of $2,350,650 in media, $509,782 in materials and services and $777,862 in capitalized fees.

In 1986, the agency gained: Tremco, B.F. Goodrich div, mobile home roofs; First National Bank; University Ford; Globe Business College. It lost: None.

Billings breakdown by media: Newspapers 7.3%, magazines 3.5%, radio 6%, spot tv 9.9%, cable tv 1.5%, outdoor 1%, business papers 1%, point of sale 2.5%, direct mail 8%, catalogs 0.5%, direct response tv 50.1%, direct response newspapers 6.7%, direct response magazines 1%, telemarketing 1%.

Top exec: Martin A Lave, president. Employees: 15.

Phone: (317) 872-0971. ☑

Laven, Fuller & Perkins Advertising/Marketing, Chicago, reported gross income of $1,350,902 in 1986 on billings of $7,505,010. In 1985, it reported gross income of $1,218,244 on billings of $6,585,000.

The agency's 1986 U.S. volume consisted of $5,547,300 in media, $203,500 in materials and services and $1,754,210 in capitalized fees. Its 1985 U.S. volume consisted of $5,218,500 in media, $186,000, in materials and services and $1,180,600 in capitalized fees.

Included in the agencies figures were returns from offices in Orlando, Fla., and New York. The agency did not consolidate subsidiary, Cosmotops.

In 1986, the agency gained: Fountain Park Hotel; Sarasota Memorial Hospital; El Poco Loco Restaurants; Action Threaded Products; Melvin Simon & Associates; Restaurant Raffael; Sea World, Orlando; Tenneco Automotive; Trident Marina. It lost: United Stationers; Wm. P. Northey Co.; Majers Corp.; Active Tire Stores; Auxton Computer Enterprises.

Billings breakdown by media: Newspapers 81%, magazines 1.6%, medical journals 2.1%, supplements 0.4%, radio 2%, spot tv 2.6%, cable tv 1.3%, business papers 3%, direct mail 1%; catalogs 2%; direct response newspapers 1%; free-standing inserts 2%.

Top execs: James P. Perkins, president, creative dir; Mary Anne Miller, exec vp, secretary; John P. Fox, sr vp, treasurer; Don W. Bonesteel, exec vp-southeast region; Karen Hirsh, sr vp-client svc. Employees: 24 in 3 offices.

Phone: (312) 440-1818. ☑

Lavey/Wolff/Swift, New York, reported gross income of $8,949,709 in 1986 on billings of $59,695,000. In 1985, it reported gross income of $8,540,000 on billings of $56,962,000. Billings were capitalized fees for both years. LWS is an Omnicom agency.

Included in the agency's figures were returns from subsidiaries:
- Health Education Technologies
- PRISM International, pr

In 1986, the agency gained: Support Systems International; Becton-Dickinson; SmithKline consumer; Organon; Alcon-Medical; Ultrasonics. It lost: None.

Overseas the agency gained: Roussel, Paris; Ciba-Geigy, Ireland. It lost: None.

Billings breakdown by media: Magazines 5%, medical journals 50%, network tv 2%, point of sale 5%, other 38%.

Top execs: John F. Swift, president & ceo; Kenneth H. Lavey, chmn, creative dir; Charles A. Rockefeller, exec vp; Al Gerstein, sr vp, assoc creative dir; Ronald J. Furedi, Jeremy S. Lee, Robert P. Smith, sr vps, acct group supers. Employees: 112 in 5 offices.

Phone: (212) 593-3630. ☑

Lawler Ballard Advertising, Norfolk, Va., reported gross income of $7,710,000 in 1986 on billings of $51,425,000. In 1985, it reported gross income of $7,503,000 on billings of $50,045,000.

The agency did not break out billings, which included contributions from its five offices in Norfolk, Va., Kalamazoo, Mich., Richmond, Va., Birmingham, Ala., and Cincinnati.

In 1986, the agency gained: Community Hospitals Indianapolis; Columbia Presbyterian Medical Center; Marshall Durbin Cos., poultry producer; Glaval, recreational vehicles; *Virginia-Pilot/Ledger-Star*, Norfolk; Riviera Cabinets; United Dairy Farmers; Coburn Clinic. It lost: Travelmaster Motorhomes; Onduline; This End Up Furniture; Woodlake Development Corp.

Billings breakdown by media: Newspapers 34%, magazines 5%, medical journals 1%, radio 19%, spot tv 32%, outdoor 6%, business papers 3%.

Top execs: B.R. Lawler, chmn; J. Daniel Ballard, president; William H. Pritchett Jr., exec vp. Employees: 142 in 5 offices.

Phone: (804) 627-0261. ☑

Lempert Co., Belleville, N.J., reported gross income of $2,935,000 in 1986 on billings of $20,669,350. In 1985, it reported gross income of $2,100,000 on billings of $16,500,000.

The agency's 1986 U.S. volume consisted of $11,800,000 in media, $3,500,000 in materials and services and $5,369,350 in capitalized fees. Its 1985 U.S. volume consisted of $9,200,000 in media, $4,100,000 in materials and services and $3,200,000 in capitalized fees.

In 1986, the agency gained: International Dairy Deli Assn., New England Dairy Deli Assn., Tuscan Farms, Lyons Tea. It lost: Marielle Foods, J&J Snack Foods.

Billings breakdown by media: Newspapers 7%, magazines 15%, radio 20%, spot tv 35%, point of sale 3%, telemarketing 20%.

Top execs: Philip Lempert, president, creative dir; Richard Friedel, exec vp; William X. Beadle, cfo. Employees: 35.

Phone: (201) 759-2900. ☑

Leonard Monahan Saabye, Providence, R.I. reported gross income of $3,272,000 in 1986 on billings of $21,824,000. In 1985, it reported gross income of $2,850,000 on billings of $19,000,000.

The agency's 1986 U.S. volume consisted of $2,500,000 in media, $1,764,000 in materials and services and $17,560,000 in capitalized fees. Its 1985 U.S. volume consisted of $4,438,000 in media, $2,590,000 in materials and services and $11,972,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, LMS/Barrett Public Relations.

In 1986, the agency gained: Etonic, athletic and golf shoes; Lotus, software; Abu Garcia, fishing tackle; American Tourister, luggage; Spalding, golf clubs; Codex, networking equipment; Interactive Data, software; Livewire, electronic yellow pages; Vermont Castings, wood stoves; Wang DVX, voice mail network, service emergency backup. It lost: Commonwealth Cadillac Dealers; Bill Rodgers & Co., running clothes; Blue Cross/Blue Shield of R.I.; Gilbane Properties, Fleet Center Leasing; N.E. Cable Marketing Coop, cable systems operators; Wright Line Mfg. Co.; Providence Gravure.

Billings breakdown by media: Newspapers 20%, magazines 24%, radio 12%, network tv 4%, spot tv 20%, cable tv 1%, outdoor 0.5%, business papers 18.5%.

Top execs: Bruce N. Leonard, president; Thomas J. Monahan, Robert H. Saabye, Terrance K. O'Leary, exec vps; Roni Jordan, vp, media dir; Catherine Ottaviano, Linda Ahearn, vps. Employees: 54.

Phone: (401) 277-9020. ☑

S. R. Leon Co., Great Neck, N.Y., reported gross income of $4,200,000 in 1986 on billings of $29,108,000. In 1985, it reported gross income of $3,720,000 on billings of $25,780,000.

The agency's 1986 U.S. volume consisted of $24,600,000 in media, $500,000 in materials and services and $4,008,000 in capitalized fees. Its 1985 U.S. volume consisted of $21,800,000 in media, $450,000 in materials and services and $3,530,000 in capitalized fees.

Included in the agencies figures were returns from subsidiaries:
- Tomlin Enterprises, direct mail
- Leon Media, media buying
- Cloud Nine Productions, tv production
- Apothecus, Inc., healthcare div.

In 1986, the agency gained: Airwick Corp., special projects; Charles of the Ritz, direct response tv for Bain De Soleil, new prods; Purdue Frederick, Fibermed, Senokot, Betadine; Holiday Inn, direct response for Priority Club; Wella Corp, So Fine Conditioner. It lost: Polaner Jams.

Billings breakdown by media: Newspapers 5%, magazines 12%, supplements 4%, radio 3%, network tv 12%, spot tv 33%, cable tv 21%, direct mail 3%, direct response tv 7%.

Top execs: Thomas Leon, president, creative dir; Max Brookmeyer, exec vp, media dir; Sanford Lunt, exec vp, dir of mktg; John Whitmer, exec vp; Max Firetog, exec vp, art dir; C. John Davis, sr vp-tv production; Dan Leon, sr vp, mgmt acct super. Employees: 28 in 2 offices.

Phone: (516) 487-0500. ☑

Leslie Advertising Agency, Greenville, S.C., reported gross income of $4,081,158 in 1986 on billings of $28,062,622. In 1985, it reported gross income of $4,176,282 on billings of $28,266,141.

The agency's 1986 U.S. volume consisted of $16,410,887 in media, $3,499,788 in materials and services and $8,151,947 in capitalized fees. Its 1985 U.S. volume consisted of $17,049,510 in media, $3,094,372 in materials and services and $8,122,259 in capitalized fees.

In 1986, the agency gained: United Carolina Bank. It lost: Southern Bank and Trust Co., merged with First Union National Bank.

Billings breakdown by media: Newspapers 8.4%, magazines 12.1%, radio 15.7%, spot tv 54.2%, outdoor 1.2%, point of sale 1.2%, direct mail 4.8%, direct response tv 1.2%, direct response magazines 1.2%.

Edwin D. Anderson, president; Eugene McN. Dickson, exec vp; David M. Chesson, Carlos R. Jimenez, sr vps. Employees: 72.

Phone: (803) 271-8340. ☑

Levenson, Levenson & Hill, Irving, Texas, reported gross income of $4,451,754 in 1986 on billings of $38,190,853. In 1985, it reported gross income of $3,534,837 on billings of $29,418,585.

The agency's 1986 U.S. volume consisted of $21,242,237 in media, $5,134,845 in materials and services and $11,813,771 in capitalized fees. Its 1985 U.S. volume consisted of $17,502,099 in media, $1,138,148 in materials and services and $10,778,338 in capitalized fees.

In 1986, the agency gained: Sunworld Airlines; Baylor Health Care Systems; DeLaurentiis Entertainment Group. It lost: Walt Disney Pictures, media & promo.

Billings breakdown by media: Newspapers 25.7%, magazines 2.8%, radio 21.7%, network tv 2.2%, spot tv 37.6%, cable tv 1.8%, outdoor 4.9%, direct mail 0.6%, free-standing inserts 2.7%, prod pr & promo 20.6%.

Top execs: Barbara Levenson, president; Stanley R. Levenson, ceo; William L. Hill, dir; Robert N. McEnany, exec vp-mktg; Gail Moore, sr vp, cfo; Richie Kahn, sr vp, creative dir; Michael Lehman, media dir. Employees: 69.

Phone: (214) 556-0944.

Jack Levy & Associates, Chicago, reported gross income of $3,312,793 in 1986 on billings of $22,085,286. In 1985, it reported gross income of $4,284,592 on billings of $28,563,950.

The agency's 1986 U.S. volume consisted of $13,911,185 in media, $1,872,418 in materials and services and $6,301,683 in capitalized fees. Its 1985 U.S. volume consisted of $15,532,500 in media, $2,060,300 in materials and services and $10,971,150 in capitalized fees.

In 1986, the agency gained: USRobotics; Unionmutual Insurance Co., direct mktg special projects; Sears Communications. It lost: Balmoral Park Race Track; Nikko America; Chicago Bulls; Motorola Communications.

Billings breakdown by media: Newspapers 11%, magazines 20%, radio 15%, spot tv 40%, business papers 4%, direct mail 6%, free-standing inserts 4%.

Top execs: Jack Levy, president; Mark Goldstein, sr vp-operations, media; Richard Stack, sr vp, dir-client svcs; Ward Wixon, sr vp, exec creative dir. Employees: 48.

Phone: (312) 332-7540.

Levy, King & White Cos., Buffalo, N.Y., reported gross income of $6,420,000 in 1986 on billings of $46,800,000. In 1985, it reported gross income of $4,100,000 on billings of $29,501,000.

The agency's 1986 U.S. volume consisted of $21.604,000 in media, $5,600,000 in materials and services and $19,596,000 in capitalized fees. Its 1985 U.S. volume consisted of $16,330,000 in media, $4,500,000 in materials and services and $8,671,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, William Collins Associates, pr, and from Pearson, Thomas/Levy, King & White in West

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Top 10 agencies in direct response billings

Rank	Agency	Direct response billings 1986	Direct response billings 1985	U.S. billings 1986	U.S. billings 1985
1	Ogilvy & Mather Direct Response	$240.0	$200.0	$240.0	$200.0
2	Wunderman Ricotta & Kline	224.7	168.7	224.5	175.7
3	Direct Marketing Group	134.5	101.6	138.7	101.6
4	Telephone Marketing Programs	118.0	99.7	118.0	99.7
5	Foote, Cone & Belding Communications	116.4	88.7	1,616.7	1,430.7
6	MARCOA DR Group	90.7	N/A	110.0	101.0
7	Kobs & Brady Advertising	81.0	52.0	81.0	70.3
8	Ketchum Communications	70.5	61.5	488.5	379.5
9	Krupp/TaylorUSA	67.4	50.4	64.8	50.4
10	Direct Marketing Agency	57.3	60.2	60.4	63.4

NOTES: Dollars in millions. Billings of subsidiaries charted elsewhere in this issue are not included in parent company totals in this chart. Data taken from 473 of 544 agencies reporting billings by media. Direct response includes Yellow Pages, direct mail, catalogs, DR TV, DR radio, DR newspaper, DR magazine, telemarketing and free-standing inserts. See chart on Page 120 for billings totals in these media.

Palm Beach, Fla. In 1986, the agency gained: Pharmacraft, div of Pennwalt; Gioia Pasta; Empire of America Federal Savings Bank; Gallery of Homes; First American Bank of Florida; Fiesco, health care; Hyatt Regency, regional. It lost: Goldome Bank; Barnes Hind, contact solutions; Vivadent Dental Supplies; Pennbank.

Billings breakdown by media: Newspapers 26.1%, magazines 4.8%, supplements 8.9%, radio 19.9%, network tv 15.1%, spot tv 3.8%, cable tv 6%, outdoor 1.3%, business papers 3.1%, point of sale 2.3%, yellow pages 0.2%, direct mail 1.7%, catalogs 0.4%, free-standing inserts 6.4%.

Top execs: Peter King, chmn & ceo; Strattan S. White, president & coo; Michael C. Thomas, president& ceo-Florida; William Collins, president-William Collins Associates; Carmen R. Fasula, sr vp, cfo, treasurer-LKW cos; Ken Dobmeier, sr vp-media, rsch svcs; Robert Travers, sr vp-acct svcs, national; Judi Hojnacki, sr vp-acct svcs, regional; Don Ryan, vp-creative svcs. Employees: 135 in 3 offices.

Phone: (716) 853-6755. ☑

J. H. Lewis Advertising, Mobile, Ala., reported gross income of $1,679,721 in 1986 on billings of $11,848,976. The agency did not report for 1985.

The agency's 1986 U.S. volume consisted of $2,511,529 in media, $715,578 in materials and services and $8,621,869 in capitalized fees.

Billings breakdown by media: Newspapers 24.9%, magazines 20%, radio 19.1%, spot tv 21.6%, outdoor 14.4%.

Top exec: John Lewis, president. Employees: 35.

Phone: (205) 438-2507.

Lieberman-Appalucci, Allentown, Pa., reported gross income of $1,897,602 in 1986 on billings of $13,215,610. In 1985, it reported gross income of $1,649,150 on billings of $11,673,672.

The agency's 1986 U.S. volume consisted of $3,819,290 in media, $1,394,007 in materials and services and $8,002,313 in capitalized fees. Its 1985 U.S. volume consisted of $3,934,179 in media, $1,173,842 in materials and services and $6,565,741 in capitalized fees.

Billings breakdown by media: Newspapers 13%, magazines 30%, radio 9%, spot tv 8%, outdoor 6%, yellow pages 10%, direct mail 24%.

Top execs: George R. Lieberman, chmn; Joseph L. Appalucci, president. Employees: 36.

Phone: (215) 395-7111. ☑

Liggett-Stashower, Cleveland, had estimated gross income of $10,100,000 in 1986 on billings of $65,100,000. In 1985, it had estimated gross income of $9,600,000 on billings of $61,854,000.

The agency's 1986 U.S. volume consisted of $22,676,000 in media, $8,860,000 in materials and services and $33,904,000 in capitalized fees. The agency did not report a billings breakout for 1985.

Liggett-Stashower is a merger Jan. 1, 1987, of Carr Liggett, with 1985 billings of $34,307,127, and Lang, Fisher & Stashower, with 1985 billings $27,546,873. The combination of these Cleveland-based agencies draws its strength from the consumer and retail skills of LF&S and the technical and business-to-business of CL. The agency has foreign offices in London, Toronto, and Zurich, and consolidates Studio Group, an art studio, and Liggett-Stashower in Canada.

In 1986, the agency gained: VME Americas; Instrument Society of America; Thompson, Hine & Flory; Cole-National Vision Care; Red Devil; Carlton Cards, formerly the Drawing Board. It lost: Society Corp.; Euclid Chemical; Sebring Forest Industry.

Overseas it gained: BFGoodrich, Europe, selected prods; Nordson Corp, Europe; Sebring Forest Industry.

Billings breakdown by media: Newspapers 18.3%, magazines 15.7%, radio 25.3%, spot tv 32.3%, outdoor 0.4%, business papers 2.1%, yellow pages 5.9%.

Top execs: David L. Stashower, chmn; Harold A. Shoup, president; John M. Morton, exec vp, secretary; James W. Upson, vp, treasurer; Michael W. Carlton, exec vp, gen mgr; Richard S. Bailys, Thomas S. Case, C. Henry Foltz, Edmund M. Kagy, James H. Liberatore, Terrence J. McGovern, Davis Young, exec vps. Employees: 140.

Phone: (216) 348-8500. ☑

Lipman Advertising Co., New York, reported gross income of $1,924,525 in 1986 on billings of $14,324,048. In 1985, it reported gross income of $1,347,911 on billings of $10,187,811.

The agency's 1986 U.S. volume consisted of $9,560,868 in media and $4,763,180 in capitalized fees. Its 1985 U.S. volume consisted of $5,428,392 in media and $4,759,419 in capitalized fees.

In 1986, the agency gained: Westin Hotel; Pelican Fashions, div of Gelmart Industries; Bettina Equities Corp.; Comfort Inn Murray Hill; B&L Management, real estate.

Overseas account gained: Royal Classic Hotels, Copenhagen.

Billings breakdown by media: Newspapers 41.9%, magazines 17.5%, radio 7%, spot tv 26.7%, outdoor 3.5%, transit adv 3.5%.

Top exec: Robert S. Lipman, president. Employees: 37.

Phone: (212) 684-1100. ☑

K.I. Lipton Inc., Doylestown, Pa., reported gross income of $787,870 in 1986 on billings of $4,079,902. In 1985, it reported gross income of $655,382 on billings of $3,323,145.

The agency's 1986 U.S. volume consisted of $894,547 in media, $1,145,400 in materials and services and $2,039,955 in capitalized fees. Its 1985 U.S. volume consisted of $700,032 in media, $965,291 in materials and services and $1,657,822 in capitalized fees.

In 1986, the agency gained: Armand Products Co., potassium carbonate.

Billings breakdown by media: Medical journals 50%, business papers 10%, direct mail 40%.

Top exec: Kenneth I. Lipton, president. Employees: 12.

Phone: (215) 345-4525. ☑

Lockhart & Pettus, New York, reported gross income of $1,694,000 in 1986 on billings of $11,293,000. In 1985, it reported gross income of $1,650,000 on billings of $11,000,000.

The agency's 1986 U.S. volume consisted of $8,415,000 in media and $2,300,000 in materials and services. Its 1985 U.S. volume consisted of $8,700,000 in media and $2,300,000 in materials and services.

In 1986, the agency gained: Cameo Beauty Products. It lost: Equitable Life Assurance Society of the United States.

Billings breakdown by media: Newspapers 2.3%, magazines 16.5%, radio 33%, network, spot & cable tv 42%, outdoor 6.2%.

Top execs: Keith E. Lockhart, president; Theodore D. Pettus, exec vp. Employees: 25.

Phone: (212) 725-2828. ☑

Loeffler Mountjoy, Charlotte, N.C., reported gross income of $1,388,712 in 1986 on billings of $9,262,709. In 1985, it reported gross income of $1,004,963 on billings of $6,703,000.

The agency's 1986 U.S. volume consisted of $5,288,582 in media, $2,998,478 in materials and services and $975,649 in capitalized fees. The agency did not break out billings for 1985.

In 1986, the agency gained: Chanel 46; Charlotte Economic Development Corp.; First Federal Savings & Loan, Charleston; Folger Buick; Lowes Foods; Orthopaedic Hospital; Paces Communities; Spectrum Glass; Thomasville Furniture Galleries.

Billings breakdown by media: Newspapers 22%, magazines 0.9%, radio 6.8%, spot tv 51.2%, outdoor 0.3%, business papers 15.5%, catalogs 1.8%, free-standing inserts 1.5%.

Top execs: William G. Loeffler, president; James W. Mountjoy, John W. Ketchum, sr vps. Employees: 25.

Phone: (704) 542-8131. ☑

Lois Pitts Gershon Pon/GGK, New York, reported gross income of $8,950,000 in 1986 on billings of $75,000,000. In 1985, it reported gross income of $8,000,000 on billings of $63,000,000.

The agency's 1986 U.S. volume consisted of $66,500,000 in media and $8,500,000 in capitalized fees. Its 1985 U.S. volume consisted of $54,329,000 in media and $8,671,000 in capitalized fees.

In 1986, the agency gained: ABC Sports, Greek National Tourist Organization; International Continental Hotels; *National Enquirer*, Purolator Courier; Actmedia; Trump Castle. It lost: Lafayette Stores; Harrahs Marina Casino; United Technologies; Porsche Design.

Billings breakdown by media: Newspapers 10.5%, magazines 14%, radio 11.3%, network tv 9%, spot tv 40.6%, cable tv 2.6%, outdoor 3%, business papers 2.2%, transit 1.5%, point of sale 2.2%, direct mail 0.8%, direct response tv 2.3%.

Top execs: George Lois, chmn, creative dir; Bill Pitts, vice chmn; Dick Gershon, president, media dir; Dale Pon, exec vp; Jon Tracosas, exec vp-acct svcs; Neil Brownlee, sr vp, copy chief; Dennis Mazzella, sr vp-creative; John Deangelis, sr vp-finance. Employees: 90.

Phone: (212) 757-6700. ☑

Long, Haymes & Carr, Winston-Salem, N.C., reported gross income of $7,691,840 in 1986 on billings of $51,300,000. In 1985, it reported gross income of $6,311,600 on billings of $42,600,000.

The agency's 1986 U.S. volume consisted of $28,800,000 in media, $6,830,000 in materials and services and $15,670,000 in capitalized fees. Its 1985 U.S. volume consisted of $26,650,000 in media, $7,075,000 in materials and services and $8,875,000 in capitalized fees.

In 1986, the agency gained: CSX Corp., corp adv; Hanes Her Way Cotton Panties, Hanes Underwear div, Sara Lee Corp. It lost: Century Furniture.

Billings breakdown by media: Newspapers 15.8%, consumer magazine 11.6%, radio 3.2%, network tv 33.7%, spot tv 11.6%, outdoor 3.2%, trade magazine 4.2%, sales promotion 4.7%, direct mail 2%.

Top execs: Joseph A. Haymes Jr., president-ceo; Curtis E. Long, chmn; Austin H. Carr, sr exec vp; Donald N. Adams, Loren Chamberlain, Robert E. Fly, Robert Graham, exec vps; Robert Fellows, Erling S. Tronnes, sr vps; Pat N. Thomas, sr vp, treasurer. Employees: 130.

Phone: (919) 765-3630. ☑

Lord & Emerson Co., Jackson, Mich., had estimated gross income of $9,000 in 1986 on billings of $60,000. In 1985, it had estimated gross income of $7,200 on billings of $48,000.

The agency's U.S. volume, all in magazines, consisted of $60,000 in 1986 and $48,000 in 1985.

The agency did not break out its billings by media.

Top exec: J.A. Knight, president. Employees: 1.

Phone: (517) 787-2100.

Lord, Sullivan & Yoder, Columbus, Ohio, reported gross income of $5,676,133 in 1986 on billings of $41,084,118. In 1985, it reported gross income of $5,107,279 on billings of $36,476,495.

The agency's 1986 U.S. volume consisted of $15,547,378 in media, $5,008,601 in materials and services and $20,528,139 in capitalized fees. Its 1985 U.S. volume consisted of $12,370,040 in media, $4,748,041 in materials and services and $19,358,414 in capitalized fees.

In 1986, the agency gained: Alcoa Building Products; Borden Chemical; BancOhio National Bank; Litel; Gulfnet; Money Station POS; Unistrut; Warren Rupp; Versa Ferguson. It lost: Diebold; Andersons.

Billings breakdown by media: Newspapers 20.6%, magazines 2.3%, radio 21.3%, spot tv 28.1%, cable tv 0.7%, outdoor 1.9%, business papers 21.5%, farm publications 1.1%, transit 1%, point of sale 1.2%; yellow pages 0.2%, direct mail 0.1%.

Top execs: Robert E. Sullivan, president, treasurer; Robert D. Ackerman, Robert L. Bender, exec vps. Employees: 78 in 3 offices.

Phone:(614) 846-8500. ☑

LSGE Advertising, Avon, Conn., reported gross income of $2,415,000 in 1986 on billings of $16,615,561. In 1985, it reported gross income of $1,370,625 on billings of $9,137,506. On Jan. 1, 1986, Lessner, Slossberg, Gahl & Partners bought Marvin Elbaum & Co. agency in Hartford, Conn., to become LSGE Advertising.

The agency's 1986 U.S. volume consisted of $3,606,000 in media, $2,549,000 in materials and services and $10,460,561 in capitalized fees. Its 1985 U.S. volume consisted of $2,464,964 in media, $1,057,096 in materials and services and $5,615,446 in capitalized fees.

The agency's 1986 figures comprise combined figures of Lessner, Slossberg, Gahl & Partners and the Marvin Elbaum & Co. Its 1985 figures are for Lessner, Slossberg, Gahl & Partners only.

In 1986, the agency gained: Travelers Cos.; State of Connecticut Dept. of Economic Development. It lost: Michaels Jewelers; Bank of Boston Connecticut.

Billings breakdown by media: Newspapers 15%, magazines 15%, radio 17%, spot tv 10%, outdoor 2%, business papers 10%, point of sale, 5%, direct mail 18%, catalogs 5%, telemarketing 3%.

Top execs: Gary Lessner, chmn & ceo; Marvin B. Elbaum, president; Richard A. Slossberg, exec vp; John J. Gahl, sr vp, creative dir; Frances P. Ryder, sr vp-pr; Albert A. Curt Jr., sr vp; Roberta Abend, Judith Pawlowski, Shirley A. MacGregor, Terry McCarthy, vps. Employees: 28.

Phone: (203) 674-1902.

Luckie & Forney, Birmingham, Ala., had estimated gross income of $7,200,000 in 1986 on billings of $46,909,355. In 1985, it had estimated gross income of $7,400,000 on billings of $47,961,214.

The agency's 1986 U.S. volume consisted of $29,103,422 in media, $6,163,582 in materials and services and $11,642,351 in capitalized fees. Its 1985 U.S. volume consisted of $29,945,738 in media, $8,035,569 in materials and services and $9,979,907 in capitalized fees.

In 1986, the agency gained: Whitfield Syrups; J. Gordon Gaines, insurance; Bradford Group, health care; Olin Corp. It lost: QMS; Godfather's Pizza franchise, Mobile.

The agency did not breakdown billings by media.

Top execs: Bob Luckie, chmn; Frank Lee, president. Employees: 100 in 2 offices.

Phone: (205) 879-212.

Lyons, Inc., Wilmington, Del., reported gross income of $3,945,600 in 1986 on billings of $23,484,300. In 1985, it reported gross income of $2,873,475 on billings of $18,370,000.

The agency's 1986 U.S. volume consisted of $3,025,000 in media, $3,462,500 in materials and services and $16,997,800 in capitalized fees. Its 1985 U.S. volume consisted of $2,789,000 in media, $3,198,000 in materials and services and $12,392,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Lyons Simpson & Associates, pr. The agency did not consolidate subsidiary, LSI Publishing.

In 1986, the agency gained: Sussex Trust; Atlantic Electric; Meadow Wood. It lost: Hunter Douglas Architectural Products, Inc.

Billings breakdown by media: Newspapers 15%, magazines 40%, radio 5%, spot tv 5%, point of sale 10%, direct mail 15%, catalogs 10%.

Top execs: William N. Spiker, president; Robert Simpson, mng partner. Employees: 75.

Phone:(302) 654-6146. ☑

MacNamara Clapp & Klein, New York, reported gross income of $6,261,000 in 1986 on billings of $41,760,870. In 1985, it reported gross income of $4,055,000 on billings of $27,046,850. Billings for both years was all in capitalized fees.

The agency did not consolidate subsidaries:

- Promotion Planning
- MCK Direct

In 1986, the agency gained: Whitbread North America, Buckingham Wile div, Cutty Sark, Dry Sack, Anitori Wines, Bollinger, Molinar, Mextaxa, Waterford, Murphy's Irish Whiskey, Delamain, Cutty Sark 12, Florio Marsala; Keystone Camera, Le Clic Camera; Protocom Devices; Honda dealers, Western Pa.; MEM Co., Love's Baby Soft; Smithsonian Institution, Art & Space Smithsonian; AT&T target mkgt. It lost: Winchester Ammunition.

Billings breakdown by media: newspapers 2%, magazines 15%, supplements 1%, radio 7%, network tv 51%, spot tv 15%, cable tv 5%, outdoor 2%, business papers 1%, free-standing inserts 1%.

Top execs: Jeffrey W. Clapp, Jr., chmn; Donald Klein, president, creative dir; Frank MacNamara, exec vp; John Scott, sr vp, mgmt dir; Jack Wheaton, Michael Silver, sr vps, mgmt reps; Charles Guarino, Diana Timmerman, David Essertier, sr vps, assoc creative dirs. Employees: 42.

Phone: (212) 206-8484. ☑

Madison Ave. East, Melville, N.Y., reported gross income of $1,000,000 in 1986 on billings of $6,700,000. In 1985, it reported gross income of $800,000 on billings of $5,300,000. Billings for both years was all in media.

In 1986, the agency gained: Century 21; Long Island Brokers' Council; University Genetics; Audio Video Exchange; First Federal Savings DeSimone; Alcott, staff leasing. The agency did not report accounts lost or break out billings by media.

Top exec: Bob Feldheim, president.

Employees: 27.
Phone: (516) 293-3680.

Mallof, Abruzino & Nash Marketing, Lombard, Ill., had estimated gross income of $780,000 in 1986 on billings of $5,200,000. In 1985, it had estimated gross income of $630,000 on billings of $4,200,000.

The agency did not break out billings.

In 1986, the agency gained: Heritage Auto Village; Bank of the North Shore. The agency did not report accounts lost for 1986.

Billings breakdown by media: Newspapers 53.9%, radio 23.1%, spot tv 16.3%, outdoor 1%, direct mail 1.9%, free-standing inserts 3.8%.

Top execs: Edward G. Mallof, president; Matt Nash, exec vp. Employees: 15.

Phone: (312) 964-7722. ☑

Malone Advertising, Akron, Ohio, reported gross income of $5,155,000 in 1986 on billings of $66,254,000. In 1985, it reported gross income of $4,625,000 on billings of $62,718,000.

The agency's 1986 U.S. volume consisted of $31,870,000 in media and $34,384,000 in capitalized fees. Its 1985 U.S. volume consisted of $31,870,000 in media and $30,848,000 in capitalized fees.

In 1986, the agency gained: Westinghouse, Kelvinator, Gibson-White Consolidated Industries; Manufactured Housing; Camelot Music Stores; Brad Ragan Auto Service. It lost: None.

Billings breakdown by media: Newspapers 4.5%, magazines 2.3%, radio 5.9%, spot tv 42.2%, outdoor 1.5%, business papers 3%, point of sale 2.3%, yellow pages 1.5%, direct mail 3.6%, other 33.2%.

Top execs: Harry P. Stitzlein, chmn ceo; Bain L. Malone, president-coo; W. Lawrence Weltin, sr vp; John R. Wirtz, sr vp-corp communications; Don Casselman, sr vp; Larry Lubenow, Dick Nagy, Pamela Harkness-Boileau, Don VanMeter, Lynne Abramovich, vps; Terry Barnes, vp, creative dir; Fred Bidwell, Louis Nonno, vps, assoc creative dirs. Employees: 94 in 4 offices.

Phone: (216) 376-6148. ☑

MARC & Co., Pittsburgh, reported gross income of $5,550,000 in 1986 on billings of $37,000,000. In 1985, it reported gross income of $4,600,000 on billings of $30,800,000.

The agency's 1986 U.S. volume consisted of $17,500,000 in media, $3,500,000 in materials and services and $16,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $16,000,000 in media, $5,500,000 in materials and services and $9,300,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, MARC Direct.

In 1986, the agency gained: West Penn Hospital; Royal Appliance Manufacturing; Atlantic Luggage; Sears, Roebuck, Boston, Dallas, Denver, St. Louis, Dayton; Buick Dealers Assn. It lost: Kennywood, amusement park; Ryan Homes; Sheetz, convenience store chain.

Billings breakdown by media: Newspapers 16.5%, radio 22%, spot tv 58%, outdoor 3.5%.

Top execs: Louis J. Cardamone, president-ceo; Anthony L. Bucci, sr vp, dir-client svcs; Cynthia L. Zeth, sr vp, dir-creative svcs; Gary P Boens, sr vp, dir-mktg srvcs; Norbert J. Sieber, dir operations. Employees: 93.

Phone: (414) 562-200. ☑

Marcus Advertising, Cleveland, Ohio, reported gross income of $3,023,978 in 1986 on billings of $24,507,481. In 1985, it reported gross income of $2,857,138 on billings of $20,020,006.

The agency's 1986 U.S. volume consisted of $19,422,770 in media, $1,539,013 in materials and services and $3,545,698 in capitalized fees. Its 1985 U.S. volume consisted of $13,987,624 in media, $1,384,066 in materials and services and $4,648,316 in capitalized fees.

In 1986, the agency gained: Snyder of Berlin; J.C. Penney; Pizza Hut. It lost: U.S. Air Force Recruitment Squadron 3553; Strous Department Stores.

Billings breakdown by media: Newspapers 11.9%, magazines 10%, radio 2.3%, spot tv 43%, outdoor 4%, transit 1%, point of sale 7%, yellow pages 0.1%.

Top execs: Donald H. Marcus, chmn; Harvey Scholnick, president; Andrew Meldrum, sr vp; James Reed, Donald Campbell, William Greenwald, exec vps. Employees: 42.

Phone: (216) 292-4700. ☑

Margeotes Fertitta & Weiss, New York, reported gross income of $6,125,000 in 1986 on billings of $38,633,000. In 1985, it reported gross income of $4,712,000 on billings of $27,488,000.

The agency's 1986 U.S. volume consisted of $25,700,000 in media, $5,930,000 in materials and services and $7,003,000 in capitalized fees. Its 1985 U.S. volume consisted of $17,802,000 in media, $4,237,000 in materials and services and $5,449,000 in capitalized fees.

In 1986, the agency gained: Germaine Monteil, fragrances and cosmetics; Kirin USA, Campbell Soup Co, U.S. trading div, imported biscuits and cookies. It lost: Dansk International Design.

Billings breakdown by media: Newspapers 15.1%, magazines 46.1%, radio 8.9%, spot tv 11.9%, outdoor 3.6%, business papers 5.2%, transit 1.1%, point of sale 2.5%, direct mail 5.6%.

Top execs: John Margeotes, chmn; George Fertitta, president. Employees: 55.

Phone: (212) 620-3838. ☑

Maris, West & Baker, Jackson, Miss., reported gross income of $2,194,937 in 1986 on billings of $14,640,234. In 1985, it reported gross income of $1,800,842 on billings of $12,011,615.

The agency's 1986 U.S. volume consisted of $1,774,327 in media, $1,437,652 in materials and services and $11,428,255 in capitalized fees. Its 1985 U.S. volume consisted of $2,008,096 in media, $614,987 in materials and services and $9,388,532 in capitalized fees.

In 1986, the agency gained: American Cellular, telephone; Capital City Petroleum Club; Coastal Training, telephone; Council for Support of Higher Education; Country Skillet Catfish; Gulf States Manufacturers; Millsaps College; Ms. Cellular, telephone; MISSCO, office supplies; Shoals Industrial Development Authority.

Billings breakdown by media: Newspapers 30.4%, magazines 18.85%, radio 6.24%, spot tv 32.33%, outdoor 6.97%.

Top execs: Gerrit A. Maris, president; Norman L. West, exec vp; Harry C. Brown, vp, secretary. Employees: 37 in 2 offices.

Phone: (601) 362-6306.

MarketAide, Salina, Kan., reported gross income of $645,616 in 1986 on billings of $4,641,837. In 1985, it reported gross income of $631,892 on billings of $4,241,607.

The agency's 1986 U.S. volume consisted of $484,306 in media, $1,360,573 in materials and services and $2,796,958 in capitalized fees. Its 1985 U.S. volume consisted of $347,887 in media, $1,082,368 in materials and services and $2,811,352 in capitalized fees.

In 1986, the agency gained: Peoples Heritage Saving; Premier Pneumatics; T.J. Cinnamons. It lost: DewEze Manufacturing; Planters Bank & Trust.

Billings breakdown by media: Newspapers 20%, magazines 1%, radio 25%, spot tv 20%, outdoor 2%, business papers 7%, farm publications 3%, point of sale 1%, direct mail 21%.

Top execs: Russ Norwood, president; Gary Ray, chmn, ceo; Phyllis Pickel, exec vp; Jim Johnson, vp-direct mail. Employees: 13.

Phone: (913) 825-7161. ☑

Marketing Direction, Newport Beach, Calif., reported gross income of $1,219,275 in 1986 on billings of $7,830,276. In 1985, it reported gross income of $1,360,312 on billings of $8,872,781.

The agency's 1986 U.S. volume consisted of $1,232,785 in media, $640,928 in materials and services and $5,956,563 in capitalized fees. Its 1985 U.S. volume consisted of $1,256,681 in media, $1,005,556 in materials and services and $6,610,544 in capitalized fees.

In 1986, the agency gained: Anaheim Memorial Hospital; Optical Radiation, corp, Ophthalmic prods div; Bentech Labs. It lost: American Abbey Homecare; Vari-X; Inland Health Plan.

Billings breakdown by media: Newspapers 27.1%, medical journals 61.4%, radio 1.8%, direct mail, 9.7%. Top execs: Richard L. Lawrence, chmn; Michael B. Cole, president; James J. Lawrence, exec vp, creative dir; Timothy J. Friday, vp, professional svcs; Diane E. Manning, vp, finance. Employees: 21.

Phone: (714) 752-6211. ☑

Marketing Group, Ft. Washington, Pa., had estimated gross income of $895,000 in 1986 on billings of $5,660,000. In 1985, it had estimated gross income of $803,000 on billings of $5,093,620.

The agency's 1986 U.S. volume consisted of $418,250 in media, $1,740,000 in materials and services and $3,501,750 in capitalized fees. Its 1985 U.S. volume consisted of $367,870 in media, $1,487,465 in materials and services and $3,238,285 in capitalized fees.

In 1986, the agency gained: N. Jonas, pool chemicals and supplies; IOA-RE, specialists in reinsurance; Cantor & Co., management consultants to legal profession; Goldberg Marine, national mail order. It lost: Liberty Federal Bank.

Billings breakdown by media: Newspapers 10%, magazines 10%, supplements 5%, cable tv 5%, business papers 20%, point of sale 10%, direct mail 15%, catalogs 15%, direct response magazines 5%, free-standing inserts 5%.

Top execs: James Notte, president; Robert Dean, exec vp; Robert Miller, creative dir. Employees: 21.

Phone: (215) 628-2121. ☑

Marketing Resources, Lenexa, Kan., reported gross income of $3,076,900 in 1986 on billings of $20,523,000. In 1985, it reported gross income of $1,650,000 on billings of $11,000,000.

The agency's 1986 U.S. volume consisted of $6,107,000 in media, $3,223,000 in materials and services and $11,193,000 in capitalized fees. Its 1985 U.S. volume consisted of $2,741,700 in media, $2,588,800 in materials and services and $11,000,000 in capitalized fees.

In 1986, the agency gained: Moog Automotive; Paccar International, truck parts; Coca-Cola; Scherer Truck, bigfoot cruiser. It lost: Rawlings Sporting Goods.

Billings breakdown by media: Newspapers 3.9%, magazines 3%, radio 3%, spot tv 6.8%, outdoor 1%, business papers 6.8%, point of sale 3%, yellow pages 1%, direct mail 45.9%, catalogs 6.8%, other 18.9%.

Top execs: Frank G. Weyforth, chmn & president; Tom Hyder, exec vp; Holly Moore, vp-mktg svcs; Alan Hunsaker, Ken Karnstedt, sr vps, acct supers; Terry Burnside, vp, creative dir; Ann Lotko, vp, media dir; Susan Perrin, vp, production dir; Robert Higney, vp, mktg dir; Lori Hisle, vp, controller. Employees: 75.

Phone: (913) 492-9494.

Marketing Support, Chicago, reported gross income of $3,639,426 in 1986 on billings of $33,525,463. In 1985, it reported gross income of $3,383,234 on billings of $30,397,854.

The agency's 1986 U.S. volume consisted of $2,811,161 in media, $4,620,742 in materials and services and $26,093,560 in capitalized fees. Its 1985 U.S. volume consisted of $1,997,581 in media, $3,206,009 in materials and services and $25,194,264 in capitalized fees.

In 1986, the agency gained: Allegretti & Co., Paramount brand lawn trimmers and blowers; Allied Hardware; Snap-Cut garden tools; Terradex radon gas detectors; Marley electric heating div; Spray-Doc tank sprayers. It lost: None.

Billings breakdown by media: Newspapers 24%, magazines 13%, supplements 5.6%, radio 7.9%, network tv 6%, spot tv 15%, cable tv 2.6%, outdoor 2.8%, business papers 4.2%, transit adv 1.2%, point of sale 6.8%, yellow pages 1.6%, direct mail 0.6%, catalogs 8.4%.

Top exec: David L. Weiner, president. Employees: 50.

Phone: (312) 565-0044. ☑

Marquardt & Roche, Stamford, Conn., reported gross income of $2,976,713 in 1986 on billings of $20,087,549. In 1985, it reported gross income of $2,431,322 on billings of $17,760,946.

The agency's 1986 U.S. volume consisted of $2,356,045 in media, $2,145,602 in materials and services and $15,585,902 in capitalized fees. Its 1985 U.S. volume consisted of $2,566,656 in media, $2,497,712 in materials and services and $12,696,578 in capitalized fees.

Included in the agency's figures were returns from its public relations and direct mail subsidiaries.

In 1986, the agency gained: American Equine Products; Axiom Systems; Landis & Gyr; Premium Beverages, Seagrams Mixers. It lost: Union Carbide Corp.; The Macton Corp.

Billings breakdown by media: Newspapers 18.1%, magazines 8.4%, radio 18.1%, spot tv 12.1%, cable tv 2.4%, business papers 28.9%, transit 2.4%, direct mail 9.6%.

Top execs: James Marquardt, president; Edwin Roche, exec vp; Allan Clamage, George Pryde, sr vps. Employees: 45.

Phone: (203) 327-0890.

Martcom Inc., Columbus, Ohio, reported gross income of $1,511,000 in 1986 on billings of $11,840,735. In 1985, it reported gross income of $1,862,000 on billings of $12,398,300.

The agency's 1986 U.S. volume consisted of $2,049,990 in media, $192,415 in materials and services and $9,598,330 in capitalized fees. Its 1985 U.S. volume consisted of $1,800,000 in media, $126,000 in materials and services and $10,472,300 in capitalized fees.

The agency did not consolidate subsidiaries:
- Faye Clack Public Relations
- Venture Marketing

In 1986, the agency gained: ManorHouse Inc. Foods div; Wendy's International, intl div; Princeton Confections, Inc.; Shoemakers Inc., Cocoa; American Thermometer Corp.; Chrysler Corp., VPSI div; Chartwell Technology; Computer Group; Perry County Cheese Co.; Ross Laboratories pediatric Nutritional; Ross Laboratories Consumer Products. It lost: Van melle, Inc., Mentos.

Billings breakdown by media: Newspapers 0.02%, magazines 9.7%, medical journals 6.6%, supplements 2.6%, radio 3.5%, network tv 28.2%, spot tv 15.0%, cable tv 14.1%, business papers 4.0%, point of sale 11.46%, direct mail 0.02%, events 4.8%.

Top execs: Kenneth A. Burke, president-ceo; Jeffry P. Hartnell, exec vp; Owen J. Gallagher, Thomas A. Lounds, vps; Gary Rizzardi, vp, controller. Employees: 17.

Phone:(614) 457-2400. ☑

Martin-Williams, Minneapolis, reported gross income of $6,550,000 in 1986 on billings of $65,000,000. In 1985, it reported gross income of $6,125,000 on billings of $54,666,000.

The agency's 1986 U.S. volume consisted of $25,930,000 in media, $4,556,000 in materials and services and $34,514,000 in capitalized fees. Its

TOPS in the Mature Market

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America's Family Publications

Which one of these agencies would you like to work for?

ALLY GARGANO MCA
AMMIRATI & PURIS
NW AYER
BACKER & SPIELVOGEL
BBDO
BOZELL, JACOBS, KENYON & ECKHARDT
LEO BURNETT
CUNNINGHAM & WALSH
DDB NEEDHAM
DFS DORLAND
FCB
LEBER KATZ PARTNERS
GEER, DuBOIS
GREY
GRIFFIN BACAL
HBM/CREAMER
LAURENCE, CHARLES, FREE & LAWSON
LEVINE, HUNTLEY, SCHMIDT & BEAVER
MARSCHALK
OGILVY & MATHER
SAATCHI & SAATCHI COMPTON
SCALI, McCABE, SLOVES
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1985 U.S. volume consisted of $19,761,000 in media, $4,150,000 in materials and services and $30,755,000 in capitalized fees.

In 1986, the agency gained: Marigold Foods, Kemps Ice Cream and Yogurt; Skippers Seafood Restaurants; Excel Corp., pkg beef prods; 3M Commercial Office Supply div, Scotch Binding Systems; 3M Home Products div, Scotch Brand tape; 3M Office Products div; 3M Pharmaceutics & Medical Systems Dept.; Activair, div of Duracell; Mercury High Performance Products; Whitney Hotel; National Corn Growers Assn.; Renewable Fuels Assn.; Investors Fiduciary Trust Co.; Big Brothers/Big Sisters, Minneapolis; United Way of Minneapolis; Minneapolis Public Schools.

The agency lost: KMSP-TV; HealthLink, hospitals.

Billings breakdown by media: Newspapers 8.3%, magazines 13%, radio 7.5%, network tv 19.3%, spot tv 21.3%, outdoor 3.4%, business publications 14.3%, farm publications 12.3%, yellow pages 0.2%, direct mail 0.4%.

Top execs: David D. Foren, president; Tom F. Weyl, exec vp; Tim C. Frojd, treasurer; D. Steven Collins, Ronald N. Counton, Gerry W. Kleckner, Joseph R. Rabaglia, vps, mgmt supers; Kenneth M. Morrison, vp, exec art dir; Willaim W. Zabowski, Lyle D. Wedemeyer, Peter P. Smith, vps, creative dirs; Kathleen M. Garrity, vp, rsch dir; James J. Christy, vp, mgr direct mktg; Daniel R. Woodbury, media dir. Employees: 93.

Phone: (612) 340-0800.

Martiny & Co, Cincinnati, had gross income of $1,009,794 in 1986 on billings of $2,741,944. In 1985, the agency reported gross income of $687,048 and had estimated billings of $1,866,000.

The agency's 1986 U.S. volume consisted of $941,317 in media, $1,800,627 in materials and services. Billings were not broken out in 1985.

In 1986, the agency gained: American Health Resources; Bartlett & Co; Batesville Casket Co; Chavez Properties; Litton Industries, integrated systems div; Parking Co. of America; Emerson Electric, Sweco, div. It lost: Volstatic, Inc.

Billings breakdown by media: newspapers 6.4%, magazines 79.9%, radio 4.1%, spot tv 3.7%, outdoor 5.9%.

Top execs: Kim Martiny, president. Employees: 17.

Phone: (513) 784-0400. ☑

Mason & Madison, New Haven, Conn., had estimated gross income of $2,375,000, in 1986 on billings of $14,700,000. In 1985, it had estimated gross income of $2,237,000 on billings of $13,800,000.

The agency's 1986 U.S. volume consisted of $2,300,000 in media, $6,400,000 in materials and services and $6,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $2,100,000 in media, $6,300,000 in materials and services and $5,400,000 in capitalized fees.

In 1986, the agency gained: Scandinavian Airline System, air cargo; Duracell; Connecticut Nutmeg Buick Dealers Assn.; Gerben Garment Technologies, garment CAD/CAM systems; United Way of Greater New Haven. It lost: None.

Billings breakdown by media: newspapers 16%, magazines 15%, radio 15%, spot tv 14%, outdoor 3%, business papers 25%, catalogs 12%.

Top execs: Charles Mason, president; Harry Viens, exec vp, creative dir; Judy Boncek, vp-finance. Employees: 35 in 2 offices.

Phone: (203) 393-1101.

J.D. Mathis & Co., Baltimore, reported gross income of $933,115 in 1986 on billings of $7,142,530. In 1985, it reported gross income of $846,500 on billings of $6,247,000.

The agency's 1986 U.S. volume consisted of $3,694,100 in media, $920,500 in materials and services and $2,527,930 in capitalized fees. Its 1985 U.S. volume consisted of $3,244,100 in media, $868,500 in materials and services and $2,134,400 in capitalized fees.

In 1986, the agency gained: Better Homes & Gardens/Magill Yerman Realtors; ManTech International, Staff Builders Temporary Services & Health Care Services; Sunny's Surplus. It lost: SCF, Inc.; Tylers Clothes; News American.

Billings breakdown by media: Newspapers 15%, magazines 20%, radio 20%, spot tv 35%, business papers 5%.

Top execs: James D. Mathis, president-ceo; Steven D. Cline, sr vp, dir acct services; Peggy P. Crossley, assoc creative dir. Employees: 13.

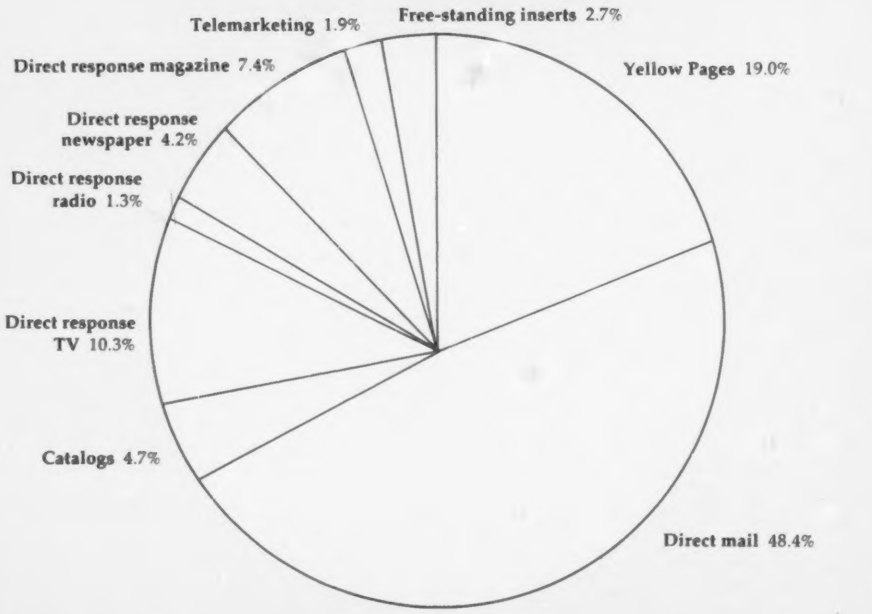
Phone: (301) 837-7171. ☑

Direct response billings by nine categories

Media	Top 25 agencies Billings 1986	Top 25 agencies $ as % of top 500's	Top 100 agencies Billings 1986	Top 100 agencies $ as % of top 500's	Top 500's billings 1986
Yellow Pages	$259.7	52.8	$423.4	86.2	$491.4
Direct mail	229.5	18.3	598.9	47.9	1,251.1
Catalogs	0.0	0.0	37.8	31.1	121.4
Direct response TV	99.8	37.3	236.9	88.6	267.4
Direct response radio	7.2	21.1	16.5	48.5	34.0
Direct response newspaper	25.8	23.7	79.6	73.1	108.9
Direct response magazine	30.8	16.1	160.2	83.8	191.1
Telemarketing	0.0	0.0	31.5	62.6	50.3
Free-standing inserts	2.4	3.4	20.9	29.9	69.8
Total direct response	655.2	25.3	1,605.7	62.1	2,585.4

NOTE: Dollars in millions.

Top 500 direct response billings as % of $2.6 billion



Jack Mathis Advertising, Libertyville, Ill., reported gross income of $210,548 in 1986 on billings of $1,404,067. In 1985, it reported gross income of $195,231 on billings of $1,301,916.

The agency's 1986 U.S. volume consisted of $470,168 in media, $107,339 in materials and services and $826,560 in capitalized fees. Its 1985 U.S. volume consisted of $452,919 in media, $101,817 in materials and services and $747,180 in capitalized fees.

In 1986, the agency gained: None. It lost: None.

Billings breakdown by media: Business papers 74%, yellow pages 6.4%, direct mail 14.9%, direct response magazines 4.7%.

Top execs: Jack Mathis, president; Dene Hoffman, exec vp. Employees: 3.

Phone: (312) 367-1826.

McCaffery & Ratner, New York, reported gross income of $3,755,000 in 1986 on billings of $25,036,250. In 1985, it reported gross income of $3,540,000 on billings of $23,400,000.

The agency's 1986 U.S. volume consisted of $16,200,000 in media, $3,000,000 in materials and services and $5,836,250 in capitalized fees. Its 1985 U.S. volume consisted of $15,600,000 in media, $2,797,500 in materials and services and $5,002,500 in capitalized fees.

In 1986, the agency gained: Bulova Watch Co.; Leading Edge World Trade, computer; Cluett Peabody & Co., shirtmakers; RPM Fashions. It lost: *House Beautiful*, Seidman, Seidman.

Billings breakdown by media: Newspapers 18%, magazines 31%, supplements 1%, radio 13%, network tv 3%, spot tv 21%, outdoor 2%, business papers 3%, point of sale 3%, direct mail 3%, catalogs 2%.

Top execs: Samuel I. Ratner, chmn; William McCaffery, president; Sheila McCaffery, sr vp-art; Jay Cheek, sr vp-copy; David Hooper, sr vp-mktg. Employees: 36.

Phone: (212) 661-8940.

McFarland Group, Elm Grove, Wis., reported gross income of $1,275,000 in 1986 on billings of $8,334,500. In 1985, it reported gross income of $800,000 on billings of $6,567,950.

The agency's 1986 U.S. volume consisted of $3,500,000 in media, $2,500,000 in materials and services and $2,334,500 in capitalized fees. Its 1985 U.S. volume consisted of $2,500,000 in media, $1,500,000 in materials and services and $2,567,950 in capitalized fees.

The agency did not consolidate its subsidiary, McFarland Group Plus.

In 1986, the agency gained: Apple Chevrolet; Arrow Oldsmobile; Horst Distributing; Peabody's Interiors; Provimi Veal; Rreef Funds Shopping Centers; Reinders Garden Center; Algonquin Mills Shopping Center; T.H. Mandy Shopping Center; Mt. Prospect Fashion Center; Bloomingdale Fashion Center. It lost: Scag Power Equipment; Chappel Formalwear.

Billings breakdown by media: Newspapers 15%, magazines 10%, radio 15%, spot tv 20%, outdoor 2.5%, business papers 2.5%, farm publications 20%, direct mail 7.5%, catalogs 7.5%.

Top execs: Michael McFarland, president; Byron Foster, exec vp; Janice Penlesky, media/admin vp. Employees: 19.

Phone: (414) 786-5891. ☑

McKee Advertising, Elk Grove Village, Ill., reported gross income of $704,392 in 1986 on billings of $6,767,653. In 1985, it reported gross income of $655,729 on billings of $6,308,889.

The agency's 1986 U.S. volume consisted of $1,367,154 in media, $1,672,763 in materials and services and $3,727,736 in capitalized fees. Its 1985 U.S. volume consisted of $1,174,969 in media, $1,452,100 in materials and services and $3,681,820 in capitalized fees.

In 1986, the agency gained: American Lock Co.; American Moulding;

Draper & Kramer; Dur-O-Wal; Cabtron Systems; Wolfcraft, power tools; American Colloid Co., bldg materials. It lost: Eder Instrument; Premier Coatings.

Billings breakdown by media: Newspapers 8.7%, magazines 34.6%, spot tv 0.3%, cable tv 0.4%, outdoor 0.1%, business papers 0.2%, farm publications 1%, point of sale 6.6%, direct mail 17.7%, catalogs/literature 29.9%.

Top execs: Edward H. McKee, president; Thomas M. Behan, exec vp. Employees: 16.

Phone: (312) 956-8188. ☑

Robert McKim & Co., Los Angeles, reported gross income of $854,446 in 1986 on billings of $10,229,180. In 1985, it reported gross income of $655,000 on billings of $5,951,500.

The agency's 1986 U.S. volume consisted of $2,600,000 in media, $2,600,000 in materials and services and $5,029,180 in capitalized fees. Its 1985 U.S. volume consisted of $1,550,000 in media, $1,400,000 in materials and services and $3,001,500 in capitalized fees.

In 1986, the agency gained: Watt America; Watt Pacific; Pacific Financial Cos.; Pan Metal Corp.; Consumer Automotive Network; Australian Sun Research. The agency did not report any accounts lost.

Billings breakdown by media: Newspapers 9.7%, magazines 18%, radio 4.2%, spot tv 28.3%, outdoor 4.5%, business papers 19.3%, transit adv 1.5%, point of sale 0.7%, direct mail 1.6%, catalogs 3.2%, direct response magazines 2.6%, free-standing inserts 6.4%.

Top execs: Robert McKim, president; Evelyn Schlaphoff, vp-genl mgr; Daniel Bockman, creative dir; Phil Callihan, vp-client svcs; Michael Ochinero, sr copy writer; Linda Hadel, controller; Carol Agern-Gorton, traffic mgr. Employees: 16.

Phone: (213) 382-2358.

McKinney, Inc., Philadelphia, reported gross income of $4,046,000 in 1986 on billings of $26,677,000. In 1985, it reported gross income of $3,977,000 on billings of $26,389,000.

The agency's 1986 U.S. volume consisted of $5,795,000 in media, $2,326,000 in materials and services and $18,556,000 in capitalized fees. Its 1985 U.S. volume consisted of $6,161,000 in media, $2,172,000 in materials and services and $18,056,000 in capitalized fees.

The agency did not consolidate subsidiary, Matrix International.

In 1986, the agency gained: Chilton Book Co.; Heritage Health Plan; VME Americas; Traffic Safety Now; Advantest America; Ideal Industries; Greenwood Grille; Kratos Analytical; Windsor Publishing. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 3%, magazines 1%, radio 2%, business papers 88%, yellow pages 1%, direct mail 5%.

Top execs: George G. Thompson, chmn; Frank W. Callahan, president. Employees: 84 in 3 offices.

Phone: (215) 922-2635.

McKone & Co, Irving, Texas, reported gross income of $3,438,981 in 1986 on billings of $26,376,984. In 1985, it reported gross income of $2,542,739 on billings of $19,502,808.

The agency's 1986 U.S. volume consisted of $1,588,305 in media, $1,850,676 in materials and services and $22,938,003 in capitalized fees. Its 1985 U.S. volume consisted of $1,296,931 in media, $1,245,808 in materials and services and $16,960,069 in capitalized fees.

In 1986, the agency gained: Aerospatiale General Aviation, American Woodworking Institute; Alumax; Commodore Savings; Dallas Hilton; Redbird Nissan; Westgate Fabrics. It lost: Sani-Fresh; Krestmark.

The agency did not breakout billings by media.

Top execs: Peter McKone, president; Jerry Gladysz, Robert Kowynia, Jack Pariseau, vps; Paul Rafferty, vp-pr; Steve Maxfield, vp-creative; George Puskar, vp-media scvs. Employees: 52.

Phone: (214) 550-7433. ☑

McLean-Stewart Advertising, San Francisco, reported gross income of $1,500,000 in 1986 on billings of $10,000,000. In 1985, it reported gross income of $900,000 on billings of $6,000,000. During 1986, McLean-Stewart merged Wenger Associates into its operation.

The agency's 1986 U.S. volume consisted of $4,900,000 in media, $3,800,100 in materials and services and $1,300,000 in capitalized fees. Its 1985 U.S. volume consisted of $1,300,000 in media, $3,700,000 in materials and services and $1,000,000 in capitalized fees.

In 1986, the agency gained: Tele-Cake International; Ben Franks, fast food; Foster Farms, corp project; Megaphone, special projects. It lost: San Francisco Airport Hilton; Smith's.

Billings breakdown by media: Newspapers 14.4%, magazines 8.3%, radio 18.2%, spot tv 27.3%, outdoor 1.5%, point of sale 15.2%, yellow pages 4.5%, catalogs 10.6%.

Top execs: R.A. 'Sandy' McLean Jr., president; William S. Hart Sr., chmn; Lou Snyder, dir-business devel; William S. Hart Jr., acct exec; Garry Stern, acct super. Employees: 16.

Phone: (415) 397-7741. ☑

M.E.D. Communications, Woodbridge, N.J., reported gross income of $7,690,000 in 1986 on billings of $67,900,000. In 1985, it reported gross income of $6,300,000 on billings of $54,821,000.

The agency's 1986 U.S. volume consisted of $11,000,000 in media, $5,600,000 in materials and services and $51,300,000 in capitalized fees. Its 1985 U.S. volume consisted of $7,500,000 in media, $5,300,000 in materials and services and $42,020,000 in capitalized fees.

In 1986, the agency gained: Ethicon Inc; Oral Research Laboratories, Plax; Doctors Hospital, corp; Sandoz Pharmaceuticals, Sandostatin; PPG Biomedical Systems; Du Pont, Pharmaceuticals div, Narcan, Anti-coagulants, Imaging div, Healthcare div, corporate. It lost: None.

Billings breakdown by media: Medical journals 65%, direct mail 30%, free-standing inserts 5%.

Top execs: Robert Portman, president; David I. Portman, exec vp; Tom Rosenwald, sr vp, dir client svcs; Fanita Taskier, sr vp, scientific svcs; Skip Hurley, Ed Cohen, sr vps, creative dirs. Employees: 97.

Phone: (201) 636-6600.

Mendoza, Dillon & Asociados, Newport Beach, Calif., had estimated gross income of $4,521,000 in 1986 on billings of $29,308,340. In 1985, it had estimated gross income of $4,031,000 on billings of $26,027,944.

The agency's 1986 U.S. volume consisted of $10,333,733 in media, $4,739,493 in materials and services and $14,235,114 in capitalized fees. Its 1985 U.S. volume consisted of $8,215,113 in media, $4,834,185 in materials and services and $12,978,626 in capitalized fees.

In 1986, the agency gained: McNeil, Medipren, Pediacare; Oscar Mayer, product line; James River, Northern bathroom tissue; G.D. Searle, NutraSweet (Equal); Seagram Wine, wine coolers; Kraft Dairy, Breyer's ice cream. It lost: Mattel, toy div; Lever Brothers, Ban, Vitalis; Six Flags, Magic Mountain, Atlantis, 6 Flags over Texas.

Billings breakdown by media: Newspapers 3%, radio 15.6%, network tv 39%, spot tv 39.3%, outdoor 3%.

Top execs: Richard E. Dillon, president; Andres Sullivan, sr vp, creative dir. Employees: 37.

Phone: (714) 851-1811 ☑

Merling Marx & Seidman, New York, reported gross income of $3,100,000 in 1986 on billings of $18,000,000. In 1985, it reported gross income of $2,900,000 on billings of $16,000,000.

The agency did not break out billings or report accounts gained and lost in 1986.

Billings breakdown by media: Newspapers 60%, magazines 15%, spot tv 15%, business papers 10%.

Top execs: Arthur A. Marx, president, ceo; Vito R. Toto, vp-mktg; Wendy Pearlroth, vp-client scvs; David Levine, vp-acct scvs; Irving Friss, vp-production; Robert Stark, vp-finance. Employees: 55.

Phone: (212) 683-2100.

Stan Merritt Advertising, New York, reported gross income of $2,290,760 in 1986 on billings of $20,552,126. In 1985, it reported gross income of $2,061,684 on estimated billings of $18,500,000.

The agency's 1986 U.S. volume consisted of $16,260,900 in media, $801,849 in materials and services and $3,489,377 in capitalized fees. The agency did not break out billings in 1985.

The agency did not consolidate subsidaries:

- Goodworth & Young, market rsch
- Stan Merritt Productions

In 1986, the agency gained: Blistex Inc., Lip Medex, Daily Conditioning Treatment, Blistex Lip Balm, Blistex Ointment; CPC International, Best Foods div, Niagara Spray Starch, Niagara Sizing Fabric Finish, Argo Corn Starch, Kingsford Corn Starch, Niagara new prods.

It lost: R.T. French, Herb-Ox bouillon and broth.

Billings breakdown by media: newspapers 10%, magazines 20%, supplements 5%, radio 15%, network tv 5% spot tv 35%, cable tv 1%, outdoor 2% business papers 3%, transit 1%, point of sale 2%, direct mail 1%.

Top execs: Stanley S. Merritt, chmn, president; William H. Croke, exec vp; James S. Witherell, mng dir-Chicago. Employees: 18 in 2 offices.

Phone: (212) 867-4650.

Messner, Vetere, Berger, Carey, New York, reported gross income of $3,200,000 in 1986 on annualized billings of an estimated $22,000,000. The agency was just founded in September, 1986, by four principals who were on President Ronald Reagan's Tuesday Team in 1984.

Messrs. Vetere, Messner and Berger are former Ally & Gargano/MCA execs. The agency had built annualized billings to $40,000,000 by March, 1987, including $16 million in annualized billings from Regina Co. (electric brooms), and $15 million in annualized billings from Atari.

The agency did not break out U.S. volume.

In 1986, the agency gained: Windstar Co. luxury sailboat cruises; Frye Shoe Co.; Group W/WBZ-TV, Boston; Regina Co.; Atari. It lost: None.

Top execs: Walley Carey, president, Tom Messner, Barry Vetere, Ron Berger, creative dirs.
Phone: (212) 832-7722

R.L. Meyer Advertising, Milwaukee, reported gross income of $1,529,064 in 1986 on billings of $13,776,340. In 1985, it reported gross income of $953,089 on billings of $5,788,759. The agency reported net income of $204,919 in 1986 and $54,525 in 1985.

The agency's 1986 U.S. volume consisted of $9,922,136 in media, $864,537 in materials and services and $2,989,667 in capitalized fees. Its 1985 U.S. volume consisted of $2,212,806 in media, $864,092 in materials and services and $2,711,861 in capitalized fees.

In 1986, the agency gained: Warner Cable Communications; Mazzone Enterprises, food mfg; Omni Super Store, food retail. It lost: Kohl's Food Stores.

Billings breakdown by media: Newspapers 8.1%, magazines 0.38%, radio 1.1%, network tv, spot tv and cable tv 90.35%, transit 0.07%.

Top exec: Robert L. Meyer, president. Employees: 18.

Phone: (414) 933-3344. ☑

Michael & Partners, Dallas, reported gross income of $1,447,000 in 1986 on billings of $9,651,000. In 1985, it reported gross income of $1,116,000 on billings of $7,443,000.

The agency did not break out billings.

Included in the agency's figures were returns from subsidiary, Michael & Lane, pr.

In 1986, the agency gained: Babbage's Softwear Centers; Donaldson, Lufkin & Jenrette; McGraw-Hill, CCMI: Nationwide Insurance, Texas; Olivetti USA, Bunker Ramo. It lost: Olivetti USA, Office Products div.

The agency did not break out billings by media.

Top execs: Peggy McCurry, Kelly Lane, Carlo Flores, Cecilia Davis, group vps; Michael Lawrence, creative dir. Employees: 26.

Phone: (214) 520-1200. ☑

Miller Addison Steele, New York, had estimated gross income of $501,000 in 1986 on billings of $3,167,000. The agency did not report figures for 1985.

The agency's 1986 U.S. volume consisted of $1,500,000 in media, $1,000,000 in materials and services and $667,000 in capitalized fees. The agency did not report figures for 1985.

Included in the agency's figures were returns from subsidiary, Miller Marketing Network, mkt consulting.

In 1986, the agency gained: York Caribe Resort, Dominican Republic; Bahoruco Beach Resort, Dominican Republic; Webb & Bruola. The agency did not report accounts lost in 1986.

The agency did not break out billings by media.

Top execs: Ken Miller, president; Asa K. Miller, vp; Lauri Macht, media dir; Frank Dinoto, art dir; Shama Powtin, creative dir; Joseph Addison, comptroller; Richard Steele, pr dir; Bruce Neiter, new business; Bruce Mortimer, mktg dir. Employees: 12.

Phone: (212) 247-6060.

Miller Advertising Agency, New York, reported gross income of $9,100,000 in 1986 on billings of $59,200,000. In 1985, it reported gross income of $8,000,000 on billings of $48,700,000.

The agency's 1986 U.S. volume consisted of $52,000,000 in media, $1,200,000 in materials and services and $6,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $43,000,000 in media, $700,000 in materials and services and $5,000,000 in capitalized fees.

Included in the agency's figures were returns from its offices in Needham, Mass., and Hempstead, N.Y.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 78%, radio & tv 22%.

Top execs: Leonard J. Miller, chmn; Robert Miller, president. Employees: 150 in 4 offices.

Phone: (212) 929-2200. ☑

Miller Meester Advertising, Minneapolis, Minn., reported gross income of $5,730,000 in 1986 on billings of $38,200,000. In 1985, it reported gross income of $5,120,000 on billings of $34,100,000.

The agency did not report a billings breakout.

In 1986, the agency gained: American Cyanamid, Animal Nutrition & Health; American Farm Products; Illinois Soybean Assn.; AIR-vend Inc.; International Multifoods, bakery mixes & flour; Polka Dot Dairy; 3M Broadcast & Related Products; 3M Equipment Service & Support div; Sandoz Nutrition Products, "Resource." It lost: Bio-Techniques Laboratories; Collateral Control Corp.; Davis, Thomas & Associates; GTA Feeds; L.B. White; World Trade Center; Tri-State Breeders.

The agency did not break out billings by media.

Top execs: Robert V. Miller, president-ceo; Karen Kangas, exec vp, coo; Ted Priebe, exec vp; Dick Damrow, Tom Atkinson, Amelia Grinstead, sr vps. Employees: 80.

Phone: (612) 854-8944.

Miller-Reid, Chattanooga, Tenn., reported gross income of $3,025,000 in 1986 on billings of $34,036,000. In 1985, it reported gross income of $2,991,000 on billings of $33,011,000.

The report is for the agency's remaining Chattanooga office. It sold its offices in Atlanta, Baton Rouge, La., Dallas, Denver, Houston, Orlando, Fla., and Phoenix, Ariz., to McCann-Erickson on Nov. 30, 1986.

The agency's 1986 U.S. volume consisted of $29,592,000 in media, $1,349,000 in materials and services and $3,095,000 in capitalized fees. Its 1985 U.S. volume consisted of $29,187,000 in media, $969,000 in materials and services and $2,855,000 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 1.5%, magazines 0.08%, radio 53.3%, spot tv 38.9%, cable tv 0.2%, outdoor 1.1%, point of sale 0.5%, yellow pages [illegible]1%, direct mail 0.08%, direct response newspapers 0.03%, free-standing inserts 0.06%, other 4.24%.

Top exec: Kent Keasler, president. The agency did not report number of employees.

Phone: (615) 756-2131.

Mills Marketing, Rancho Dominguez, Calif., reported gross income of $185,000 in 1986 on estimated billings of $1,750,250. In 1985, it reported gross income of $185,000 on estimated billings of $1,700,250.

The agency's 1986 U.S. volume consisted of $750,000 in media, $500,000 in materials and services and $500,250 in capitalized fees. Its 1985 U.S. volume consisted of $850,000 in media, $350,000 in materials and services and $500,250 in capitalized fees.

In 1986, the agency did not report accounts gained or lost.

Billings breakdown by media: Newspapers 10%, magazines 75%, business papers 10%, direct mail 5%.

Top exec: Ezra Millstein, president. Employees: 4.

Phone: (213) 604-0777. ☑

William Mills Advertising & Marketing, reported gross income of $475,470 in 1986 on billings of $2,079,358. In 1985, it reported gross income of $513,028 on billings of $2,274,296.

The agency's 1986 U.S. volume consisted of $398,090 in media, $654,575 in materials and services and $1,026,693 in capitalized fees. Its 1985 U.S. volume consisted of $594,887 in media, $700,400 in materials and services and $979,009 in capitalized fees.

In 1986, the agency gained: MBI; Falconer; Korb; KLC; Atek, check printers; TransAm; Atlantic Historical Society. It lost: None.

Billings breakdown by media: Newspapers 10%, magazines 65%, radio 2%, business papers 10%, yellow pages 2%, direct mail 11%.

Top execs: William E. Mills Jr., president; Eloise B. Mills, corp secretary, media dir; Herbert C. Morgan III, exec art dir. Employees: 13.

Phone: (404) 261-4900. ☑

Minturn Advertising, Shawnee Mission, Kan., had estimated gross income of $615,000 in 1986 on billings of $4,100,000. In 1985, it had estimated gross income of $450,000 on billings of $3,200,000.

The agency did not break out billings, report accounts gained and lost in 1986 or break down billings by media.

Top execs: Brian N. Minturn, dir acct scvs; Richard G. Hopkins, dir creative services. Employees: 14.

Phone: (913) 831-3601.

Mintz & Hoke, Avon, Conn., reported gross income of $6,150,000 in 1986 on billings of $41,000,000. In 1985, it reported gross income of $4,436,000 on billings of $29,588,000.

The agency's 1986 U.S. volume consisted of $1,033,000 in media and $39,967,000 in capitalized fees. Its 1985 U.S. volume consisted of $1,016,000 in media, $58,000 in materials and services and $28,514,000 in capitalized fees.

The agency reported no figure for 1986 materials and services.

In 1986, the agency gained: Cannondale; Fisher Controls; Multi-Group; Traffic Safety Now (CT); American Excess Insurance Assn.; Archdiocese of Hartford; Aetna Actuarial Recruiting. The agency did not report any accounts lost.

Billings breakdown by media: Newspapers 13.9%, magazines 10.7%, radio 14.4%, spot tv 31.5%, cable tv 3.4%, outdoor 1.5%, business papers 19.1%, transit adv 0.6%, point of sale 1%, yellow pages 1.1%, direct mail 2.1%, freestanding inserts 0.7%.

Top execs: Joseph Hoke, president, creative dir, ceo; Alan Mintz, chmn; Dale Kesel, exec vp, gm; Tim Adams, Stephen G. Sullivan, sr vps-acct mgmt; Dik Haddad, sr vp, assoc creative dir; James C. Steuer, sr vp, dir of mkt rsch; John F. Mennis, cfo. Employees: 110.

Phone: (203) 678-0473. ☑

Mitchell & Comer, Toledo, Ohio, reported gross income of $1,458,016 in 1986 on billings of $10,485,957. In 1985, it reported gross income of $1,252,525 on billings of $8,203,400.

The agency's 1986 U.S. volume consisted of $300,000 in media, $961,240 in materials and services and $9,224,717 in capitalized fees. Its 1985 U.S. volume consisted of $550,000 in media, $850,000 in materials and services and $6,803,400 in capitalized fees.

In 1986, the agency gained: Commodore Island Venture Group; Sail Tech; Garrett Industries; Instalert, Bionix. It lost: Ed Schmidt Pontiac; Ajusto.

Billings breakdown by media: Newspapers 10%, magazines 5%, radio 5%, spot tv 5%, point of sale 40%, direct mail 10%, catalogs 20%, other 5%.

Top execs: Lee Comer, president and creative dir; Mark Mitchell, exec vp; Mike Hardman, Vyto Bendoraitis, sr vps; Jim Lundberg, treasurer. Employees: 32.

Phone: (419) 243-7600. ☑

Monk Communications, Rockford, Ill., reported gross income of $2,753,733 in 1986 on billings of $18,852,106. In 1985, it reported gross income of $1,287,411 on billings of $8,586,334.

The agency's 1986 U.S. volume consisted of $2,439,889 in media, $907,229 in materials and services and $15,504,988 in capitalized fees. Its 1985 U.S. volume consisted of $1,039,541 in media, $362,096 in materials and services and $7,184,697 in capitalized fees.

Included in the agencies figures were returns of Monk/Hultman Communication, advertising, Chicago, and Kolb & Bauman Advertising, Chicago, that were acquried midyear.

In 1986, the agency gained: Advanced Cybernetic Technologies; First Financial Realty; Illinois Department of Conservation; International Marketing Network; Motorola; Northrop Corp, defense systems div; Penberthy; Permaban; Stoneridge Products; Studio Network; U.S. Insulfoam Co.; Valley Bank; Video Replay; Ron Wald Productions; Web Printing Controls; Williamsburg Recovery Center; Cherry Corp; Eagle Belting; Guardian Electric; Monitor Manufacturing; Spraying Systems Corp. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 2%, magazines 80%, radio 5%, spot tv 5%, cable tv 2%, outdoor 3%, direct mail 3%.

Top execs: E. Daniel Bors Jr., chmn, president, ceo, Monk Communications, Howard H. Monk & Associates, Monk/Hultman Communications; Robert J. Silletti, exec vp, coo; Monk Communications, Howard H. Monk & Associates; Greg E. Hultman, exec vp, Monk/Hultman Communications; E. Daniel Bors Jr., chmn, ceo, Kolb & Bauman Advertising; William H. Bauman, president, coo, Kolb & Bauman Advertising. Employees: 50 in 3 offices.

Phone: (815) 964-4631. ☑

More Communications, Minneapolis, reported gross income of $4,300,000 in 1986 on billings of $28,700,000. The agency did not report gross income or billings in 1985.

The agency did not report figures for 1986 and 1985 media, materials and services and capitalized fees.

Included in the agencies figures were figures from subsidaries:

- More Advertising
- More Direct
- Techno Trak, inquiry fulfillment
- City Graphics

The agency did not report accounts gained and lost 1986.

The agency did not break down billings by media.

Top execs: Mark Morris, president, More Communications; Daniel Oberpriller, Dean Oberpriller, exec vps-More Advertising; Norm Dodd, president, City Graphics; Jesse Taggart, exec vp-More Direct. Employees: 70 in 2 offices.

Phone: (612) 872-1616.

Morris Direct Marketing, Tuckahoe, N.Y., reported gross income of $135,297 in 1986 on billings of $472,118. In 1985, it reported gross income of $110,000 on billings of $324,270.

The agency's 1986 U.S. volume consisted of $75,893 in media and and $396,225 in capitalized fees. Its 1985 U.S. volume consisted of $72,210 in media and $252,060 in capitalized fees.

In 1986, the agency gained: Paragon House Publishers; *International Journal on World Peace*. It lost: List Technology Systems Group.

Billings breakdown by media: Newspapers 40.7%, magazines 59.3%.

Top exec: Kenneth P. Morris, president.

Employees: 2.

Phone: (914) 793-1724. ☑

Morrow Lewis & Kelley, New York, reported gross income of $250,000 in 1986 on billings of $900,000. In 1985, it reported gross income of $275,000 on billings of $990,000.

The agency's 1986 U.S. volume consisted of $400,000 in media and $500,000 in materials and services. The agency did not report a billings breakout for 1985.

In 1986 the agency gained: None. It lost: None.

Billings breakdown by media: Magazines 60%, radio 10%, business papers 20%, point of sale 10%.

Top execs: William Lewis, president; Carol Lewis, vp. Employees: 3.

Phone: (212) 608-1345. ☑

Eric Mower & Associates, Syracuse, N.Y., reported gross income of $6,351,660 in 1986 on billings of $42,344,400. In 1985, it reported gross income of $6,702,124 on billings of $35,615,600.

The agency's 1986 U.S. volume consisted of $14,580,000 in media, $11,180,400 in materials and services and $16,584,000 in capitalized fees. Its 1985 U.S. volume consisted of $11,428,000 in media, $8,006,600 in materials and services and $16,181,000 in capitalized fees. Figures are from the agency's Syracuse and New York City offices.

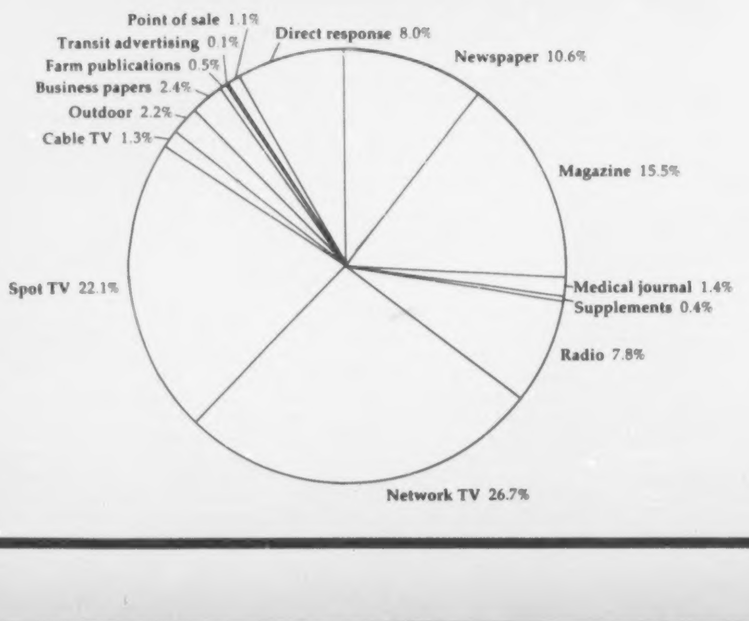
In 1986, the agency gained: Agway Farm Computer Systems; Crouse Irving Memorial Hospital; D'Allaird's; General Electric Co.; Hobe CIE Ltd.; Grumman; Hoffman Air & Filtration Systems; Health Care Data Systems; Jena Bridal Gowns; Niagara Mohawk Power Corp.; Nutri/System; Pepsi-Cola; Telmark, Inc.; Twincraft. It lost: Champion Factory Outlet Stores; Dierckx Equipment Corp.; McKenzie's Frozen Foods; Raymond Corp.;

Total domestic billings by 14 major media for Ad Age 500

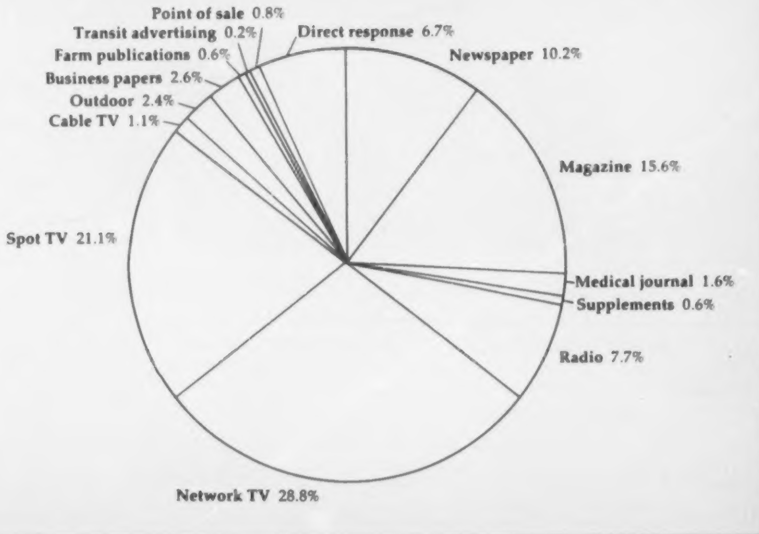
	Top 25 agencies					Top 100 agencies					Top 500 agencies		
	U.S. billings			$ as % of top 500 U.S. billings		U.S. billings			$ as % of top 500 U.S. billings		U.S. billings		
Media	1986	1985	% chg	1986	1985	1986	1985	% chg	1986	1985	1986	1985	% chg
Newspaper	$1,462.3	$1,289.4	13.4	43.0	47.1	$2,274.8	$1,909.5	19.1	66.8	69.7	$3,403.0	$2,739.7	24.2
Magazine	2,729.1	2,409.9	13.2	54.8	57.4	3,960.1	3,401.0	16.4	79.6	81.0	4,976.1	4,199.8	18.5
Medical journal	16.5	30.0	(44.9)	3.6	6.8	166.5	200.4	(16.9)	36.6	45.2	454.6	443.2	2.6
Supplements	67.2	100.6	(33.3)	52.9	60.9	93.8	124.1	(24.5)	73.8	75.1	127.0	165.3	(23.1)
Radio	1,014.2	872.3	16.3	40.5	42.3	1,690.9	1,485.3	13.8	67.6	72.1	2,501.4	2,060.0	21.4
Network TV	6,581.7	6,126.0	7.4	76.7	79.1	8,127.2	7,407.4	9.7	94.7	95.6	8,579.3	7,745.7	10.8
Spot TV	3,684.1	2,881.5	27.9	51.9	50.8	5,731.7	4,625.5	23.9	80.8	81.6	7,094.2	5,671.9	25.1
Cable TV	240.8	183.6	31.2	55.8	60.0	330.4	255.7	29.2	76.6	83.5	431.4	306.2	40.9
Outdoor	409.3	384.2	6.5	58.8	59.4	555.5	534.3	4.0	79.7	82.6	696.5	646.8	7.7
Business papers	160.2	199.9	(19.9)	20.6	28.8	362.4	368.7	(1.7)	46.7	53.1	776.3	694.1	11.8
Farm publications	49.5	50.1	(1.2)	31.9	33.1	82.5	89.8	(8.2)	53.0	59.2	155.5	151.6	2.6
Transit advertising	8.4	6.8	23.1	21.1	15.9	24.2	28.6	(15.3)	60.7	66.7	39.8	42.8	(7.0)
Point of sale	85.8	38.1	125.2	24.9	17.1	186.2	122.6	51.9	54.0	55.1	344.5	222.4	54.9
Direct response	655.2	530.0	23.6	25.3	29.3	1,605.7	1,185.8	35.4	62.1	65.6	2,585.4	1,806.7	43.1
Total	17,164.1	15,102.4	13.7	53.4	56.2	25,191.8	21,738.5	15.9	78.3	80.8	32,165.1	26,896.2	19.6

NOTES: Dollars in millions. Direct response includes Yellow Pages, direct mail, catalogues, DR TV, DR radio, DR newspaper, DR magazine, telemarketing and free-standing inserts. Media totals do not include agency subsidiaries if subsidiary and parent agency are profiled separately in this issue.

Top 500 agencies' U.S. media billings as % of $32.2 billion total in 1986



Top 500 agencies' U.S. media billings as % of $26.9 billion total in 1985



Rotelcom, Inc.

Billings breakdown by media: Newspapers 16.3%, magazines 36.8%, radio 11.2%, network tv 6.1%, spot tv 15.3%, outdoor 1%, point of sale 3.1%, direct mail 10.2%.

Top execs: Eric Mower, president-ceo; Francis T. Nichols, sr vp-cfo; Jay Quinn, sr vp, client svcs; Fredric Kocher, sr vp, production svcs; Ann Higbee, sr vp, pr; John Huppertz, sr vp-Market & Opinion Research. Employees: 102 in 2 offices.

Phone: (315) 472-4703.

MRI Advertising, Bala Cynwyd, Pa., reported gross income of $3,800,000 in 1986 on billings of $25,524,500. In 1985, it reported gross income of $4,250,000 on billings of $28,500,000.

The agency's 1986 U.S. volume consisted of $11,600,000 in media, $4,920,000 in materials and services and $9,004,500 in capitalized fees. Its 1985 U.S. volume consisted of $13,000,000 in media, $5,500,000 in materials and services and $10,000,000 in capitalized fees.

Included in the agencies figures were returns from subsidiary, MRI Design & Promotion Services.

In 1986, the agency gained: Beneficial National Bank; Johnson & Johnson, div to be announced; KARMA Jewels; Mediq Orthodontist; Yorktowne Kitchen Cabinets. It lost: Industrial Valley Bank; Keystone HMO, Camp Hill, Pa.; Mediq Orthodontist.

Billings breakdown by media: newspapers 20%, magazines 5%, radio 20%, spot tv 20%, business papers 10%, point of sale 5%, direct mail 5%, catalogs 5%, direct response newspapers 10%.

Top execs: Henry J. Kozlowski, president; Richard Keith, exec vp, creative dir; Alan Kline, sr vp, assoc creative dir; Frank Mercurio, sr vp, mgmt super; Ralph Riggins, sr vp, acct super; Robert Bach, sr vp, special projects; William Graham, sr vp, media services; Richard Booth, exec vp, cfo. Employees: 59 in 2 offices.

Phone: (215) 667-8900 ☑

MSA Advertising, Philadelphia, reported gross income of $522,600 in 1986 on billings of $2,903,851. In 1985, it reported gross income of $572,600 on billings of $3,553,476.

The agency's 1986 U.S. volume consisted of $1,240,000 in media, $361,200 in materials and services and $1,302,651 in capitalized fees. Its 1985 U.S. volume consisted of $2,080,500 in media, $320,400 in materials and services and $1,152,576 in capitalized fees.

In 1986, the agency gained: Heller Industries; Maxima Magnetics; Thompcomp; Video Marketing Concepts; Young Adjustment. It lost: Henry Mann Inc.

Billings breakdown by media: Newspapers 42.9%, magazines 13.7%, radio 6.1%, business papers 19.4%, point of sale 3.3%, direct mail 14.6.

Top exec: Michael Schwartz, president. Employees: 7.

Phone:(215) 546-8000.

MSSM Advertising, New York, reported gross income of $4,100,000 in 1986 on billings of $27,500,000. In 1985, it reported gross income of $3,900,000 on billings of $26,000,000.

The agency's 1986 U.S. volume consisted of $21,500,000 in media and $6,000,000 in materials and services. Its 1985 U.S. volume consisted of $22,000,000 in media and $4,000,000 in materials and services.

In 1986, the agency gained: Ralston Purina, new prods devel; Regency Cruises; Health-Tex, children's clothing; Pfaelzer Bros., gourmet food by mail. It lost: National Tourist Office of Spain; New York Racing Assn., print.

Billings breakdown by media: Newspapers 18.2%, magazines 18.2%, radio 7.3%, spot tv 3.6%, outdoor 3.6%, business papers 25.5%, point of sale 1.8%, direct mail 7.3%, catalogs 1.8%, direct response newspapers 3.6%, direct response magazines 7.3%, free-standing inserts 1.8%.

Top execs: John C. Martin, president-ceo; Dan S. Marshall, George E. Jaccoma, exec vps, creative dirs; R.B. Mitchell, dir-client svcs, coo; Neil S. Fox, president-Fox/MSSM Direct Response. Employees: 37.

Phone: (212) 832-3750.

Muir Cornelius Moore, New York, reported gross income of $9,466,053 in 1986 on billings of $63,138,573. In 1985, it reported gross income of $9,487,520 on billings of $63,281,758.

The agency did not break out its billings.

In 1986, the agency gained: IBM Information Systems Group, sales promo; Long Island Savings Bank; North American Philips, Mepco/Centralab; Boca Raton Hotel & Club. It lost: Emerson Electric, govt and defense group.

Billings breakdown by media: Newspapers 15%, magazines 5%, radio 3%, spot tv 5%, outdoor 2%, business papers 20%, sales promo, direct mktg 50%.

Top execs: William P. Muir, chairman-ceo; James Cornelius, vice chmn, devel and admin; Richard Moore, vice chmn, chief creative officer; Peter P. Post, president—MCM Advertising; Peter R. Wells, president—MCM Sales Promotion; C. Farese, L.O. Roberts, V. McQueeney, R. Hensley, sr vps. Employees: 125.

Phone: (212) 687-4055. ☑

Mullen Advertising & Public Relations, Prides Crossing, Mass., reported gross income of $5,125,755 in 1986 on billings of $34,171,700. In 1985, it reported gross income of $3,015,150 on billings of $20,101,000.

The agency's 1986 U.S. volume consisted of $23,236,450 in media, $4,100,600 in materials and services and $6,834,650 in capitalized fees. Its 1985 U.S. volume consisted of $12,976,000 in media, $2,325,000 in materials and services and $4,800,000 in capitalized fees.

In 1986, the agency gained: Unionmutual Life Insurance; Adelphia Communications; Okemo Mountain; Venus Wafers; *Worcester Telegram & Gazette*; Exercycle; Carroll Reed; Analog Devices. It lost: Near East Foods; Bostik, Emhart div.

Billings breakdown by media: Newspapers 7%, magazines 38%, radio 10%, network tv 1%, spot tv 19%, cable tv 2%, outdoor 3%, business papers 12%, point of sale 1%, catalogs 7%.

Top execs: James X. Mullen, president-ceo; Joseph M. Grimaldi, exec vp, dir-client svcs; Paul Silverman, exec vp, creative dir; Steve Haesche, sr vp, art dir; James Hartrich, vp, dir-rsch; Alan Johnson, vp, dir-media svcs; Richard Riccelli, vp, creative, direct response; Carin Warner, vp, dir, pr; Edward Boches, vp, copy writer; John Doyle, vp, sr art dir; Ray V. Belles, vp, acct dir; Jeanne P. Ridgway, vp-finance. Employees: 58.

Phone: (617) 927-7222.

Muller Jordan Weiss, New York, reported worldwide gross income of $6,900,000 in 1986 on billings of $46,700,000. In 1985, it reported worldwide gross income of $6,750,000 on billings of $45,100,000. Of the total, U.S. income was $6,750,000 in 1986 and $6,575,000 in 1985.

The agency's U.S. volume of $45,100,000 consisted of $31,800,000 in media, $6,200,000 in materials and services and $7,100,000 in capitalized fees. Its 1985 U.S. volume of $43,300,000 consisted of $29,400,000 in media, $6,500,000 in materials and services and $7,400,000 in capitalized fees.

Included in the agency figures were returns from subsidiary, Producers Row, sales promo.

In 1986, the agency gained: Hino Diesel Trucks; *Town & Country Magazine*; Sherwood Candy. It lost: Broadcast Music.

Billings breakdown by U.S. media: newspapers 4.4%, magazines 18.6%, radio 8.9%, network tv 8.9%, spot tv 31%, outdoor 4.4%, business papers 12.2%, farm publications 7.8%, direct mail 1.8%, catalogs 2%.

Top execs: John T. Jordan, chmn, ceo; Jane Maas, president; Frank B. Muller, exec vp, treasurer; Andrew M. Weiss, exec vp, secretary. Employees: 106 in 3 office.

Phone: (212) 399-2700. ☑

Frank C. Nahser Inc., Chicago, reported gross income of $3,495,336 in 1986 on billings of $22,987,981. In 1985, it reported gross income of $3,117,850 on billings of $20,492,427.

The agency's 1986 U.S. volume consisted of $13,971,385 in media, $1,779,250 in materials and services and $7,217,346 in capitalized fees. Its 1985 U.S. volume consisted of $10,442,692 in media, $1,612,082 in materials and services and $8,437,653 in capitalized fees.

In 1986, the agency gained: Schwinn Bicycle Co., Moore Business Centers, Fellowes Mfg. Co. It lost: None.

Billings breakdown by media: Newspapers 2%, magazines 33%, radio 10%, network tv 14%, spot tv 16%, cable tv 2%, business papers 20%, yellow pages 3%.

Top execs: F. Byron Nahser, president-ceo; R. Bruce Marsh, exec vp; Andrew A. Vallozzi, president—Frank C. Nahser of Wisconsin, Inc. Employees: 41 in 2 offices.

Phone: (312) 845-5000. ☑

Nelson Panullo Jutkins Direct Marketing, Santa Monica, Calif., reported gross income of $1,600,364 in 1986 on billings of $10,673,729. In 1985, it reported gross income of $1,068,152 on billings of $7,123,930.

The agency's 1986 U.S. volume consisted of $203,939 in media, $879,961 in materials and services and $9,589,829 in capitalized fees. Its 1985 U.S. volume consisted of $608,492 in media, $680,456 in materials and services and $5,834,982 in capitalized fees.

In 1986, the agency gained: First Interstate Bank of California; Transamerica Corp.; Microage Computer Stores; National Swimming Foundation; Medallion Books. It lost: Eczel Corp.

Billings breakdown by media: Direct mail 85%, direct response newspapers 5%; direct response magazines 10%.

Top execs: Paul Nelson, president, creative dir; David Panullo, vp, graphics dir; Nancy Jutkins, cfo, acct svcs dir. Employees: 22.

Phone: (213) 829-3444. ☑

Newmark, Posner & Mitchell, New York, had estimated gross income of $4,800,000 in 1986 on billings of $31,388,640. In 1985, it had estimated gross income of $4,000,000 on billings of $26,120,160.

The agency's 1986 U.S. volume consisted of $27,800,000 in media, $2,975,000 in materials and services and $613,640 in capitalized fees. Its 1985 U.S. volume consisted of $23,450,000 in media, $2,350,000 in materials and services and $320,160 in capitalized fees.

The agency did not consolidate subsidiary, Business Counselors Corp.

The agency did not report accounts gained or lost in 1986 and 1985.

Billings breakdown by media: Newspapers 80%, magazines 13.4%, radio 2%, spot tv 0.3%, outdoor 0.1%, transit 0.2%, point of sale 0.2%, direct mail 1.1%, direct response newspapers 1.3%, direct response magazines 0.8%, telemarketing 0.3%.

Top execs: Sidney Posner, president; Peter Posner, sr vp; Steven Posner, operations div; Richard Pines, Nick Chavin, Lanny Lambert, Ron Shafran, vps. Employees: 58.

Phone: (212) 867-3900.

Newton Associates, St. David, Pa., reported gross income of $632,492 in 1986 on billings of $3,294,541. The agency did not report 1985 figures.

The agency's 1986 U.S. volume consisted of $1,021,964 in media, $539,277 in materials and services and $1,733,300 in capitalized fees.

In 1986, the agency gained: Capital Controls, disinfection instrumentation; DCA, Inc, exhibits and interiors; Drug Plastics, speciality containers: Gain Electronics, semiconductor products; Independent Products Co, household convenience prods; Mattec, plant automation systems; Metrologic Instruments, bar code scanning systems; Weed Instrument, temperature sensors and transmitters; Widener University. It lost: Enterra Instrumentation; Rouse/Chamberlin, residential home developer; Villanova University; Welding Engineers, extruding machines.

Billings breakdown by media: Newspapers 20%, magazines 45%, radio 30%, spot tv 5%.

Top execs: Jon Newton, president; Harry A. Streamer, exec vp; LeRoy H. Keeler Jr., Linda D. Hawley, vps. Employees: 11.

Phone: (215) 964-9300. ☑

New Trend Advertising, Hackensack, N.J., reported gross income of $628,128 in 1986 on billings of $3,453,401. In 1985, it reported gross income of $582,588 on billings of $3,243,812.

The agency's 1986 U.S. volume consisted of $1,024,645 in media, $94,256 in materials and services and $2,334,500 in capitalized fees. Its 1985 U.S. volume consisted of $953,159 in media, $89,553 in materials and services and $2,201,100 in capitalized fees.

In 1986, the agency gained: Trader Horn; Auto Rite, Medallion Oil Co.; Gene Hacker, Inc.; Leonard Kreusch Wines; Lakeview Motors. It lost: Direct Audio/Video.

Billings breakdown by media: Newspapers 35%, magazines 2%, supplements 1%, radio 15%, spot tv 40%, business papers 1%, point of sale 3%, yellow pages 1%, direct mail 1%.

Top exec: Geri Boxer, president. Employees: 12.

Phone: (201) 342-3444. ☑

New Venture Advertising, Los Angeles, reported gross income of $805,000 in 1986 on billings of $5,521,450. In 1985, it reported gross income of $630,000 on billings of $4,405,500.

The agency's 1986 U.S. volume consisted of $3,769,800 in media, $384,300 in materials and services and $1,367,350 in capitalized fees. Its 1985 U.S. volume consisted of $3,090,000 in media, $315,000 in materials and services and $1,000,500 in capitalized fees.

Included in the agencies figures are returns from subsidiaries:

- New Venture News, pr
- New Venture Financing, business plan preparation
- New Venture Telemarketing

In 1986, the agency gained: Adray's, discount audio-video retail chain; Bellair Expediting, int'l pkg courier; Torrance Savings; Rocky Mountain Planned Parenthood, fund raising campaign; *International Gymnast*. It lost: California Professional Saving & Loan.

Billings breakdown by media: Newspapers 15%, magazines 15%, radio 5%, spot tv 35%, cable tv 10%, point of sale 3%, yellow pages 2%, direct mail 10%, telemarketing 5%.

Top execs: Doug Hedlund, president, creative dir; Cheryl Guice, art dir; Steve Frlekin, controller. Employees: 7.

Phone: (213) 473-1547. ☑

NKH&W Marketing Communications, Kansas City, Mo., reported gross income of $1,351,000 in 1986 on billings of $9,011,000. In 1985, it reported gross income of $1,037,000 on billings of $6,917,000.

Billings for both years was all in capitalized fees.

In 1986, the agency gained: First Federal S&L; United Telephone; Interstate Seed Co. It lost: Interstate Seed; MFA Inc.

Billings breakdown by media: Newspapers 2.7%, magazines 56.2%, radio 5.5%, spot tv 35.6%.

Top execs: F. Peter Kovac, president; Paul Welsh, exec vp; John Nicholson, exec vp-creative svcs; Dan Belcher, sr vp; Clarence Foxworthy, treasurer. Employees: 36.

Phone: ((816) 753-8881. ☑

Noble Communications, Springfield, Mo., reported gross income of $7,104,050 in 1986 on billings of $50,000,484. In 1985, it reported gross income of $5,249,372 on billings of $36,498,743.

The agency's 1986 U.S. volume consisted of $25,444,001 in media, $3,898,979 in materials and services and $20,857,504 in capitalized fees. Its 1985 U.S. volume consisted of $13,859,184 in media, $3,787,831 in materials and services and $18,851,728 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Noble Marketing Group. The agency did not consolidate subsidiary, Consumer Brands.

In 1986, the agency gained: Golden Dipt Co.; Knouse Foods Cooperative; Ozark Mountain Country; Pace Foods; J.R. Simplot Co. It lost: National Pork

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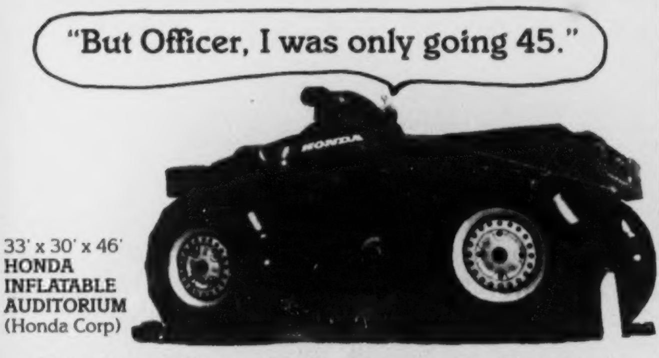
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Billings breakdown by media: Newspapers 10.8%, magazines 17.2%, radio, network tv, spot tv 69.7%, outdoor 0.9%, free-standing inserts 1.4%.

Top execs: Robert B. Noble, chmn-ceo; Terry H. Fisher, vice chmn; Jon T. Baker, president, coo; Gary L. Waldron, mng dir, Chicago. Employees: 151 in 2 offices.

Phone: (417) 882-5050. ☑

North Castle Partners, Greenwich, Conn., reported gross income of $5,925,000 in 1986 on billings of $40,653,000. In 1985, it reported gross income of $6,850,000 on billings of $43,602,000.

The agency's 1986 U.S. volume consisted of $21,408,000 in media, $2,815,000 in materials and services and $16,430,000 in capitalized fees. Its 1985 U.S. volume consisted of $23,150,000 in media, $3,600,000 in materials and services and $16,852,000 in capitalized fees.

In 1986, the agency gained: Bank of Boston Connecticut; Ocean Spray, cranberry sauce; Arnolds Foods; Champale. It lost: Joseph E. Seagram.

Billings breakdown by media: Newspapers 6%, magazines 17%, radio 19%, network tv 6%, spot tv 47%, outdoor 5%.

Top execs: William L. Ballard, chmn; Lynn Andrew Rotando, president; Barrington Boardman, vice chmn; Hal Rosen, exec creative dir; Len Ferraguzzi, exec vp. Employees: 40.

Phone: (203) 622-1122. ☑

Omni Marketing, Oakbrook Terrace, Ill., had estimated gross income of $6,900,000 in 1986 on billings of $46,000,000. In 1985, it had estimated gross income of $4,500,000 on billings of $30,000,000.

The agency did not break out billings for either year.

Included in the agency figures are returns from its Instant Response Information System, marketing analysis, response processing, fulfillment and billing, subsidiary.

In 1986, the agency gained on a project basis: Blue Cross & Blue Shield Assn. of Florida, Medicare supplement insurance; Blue Cross & Blue Shield Assn., physician's mailings; Commercial Travellers, hospital income, protection insurance; Monumental General, insurance fulfillment; Exxon, credit card solicitation; Maryland Casualty, agent and consumer mailings regarding credit cards. It lost: None.

Billings breakdown by media: Newspapers 5.9%, point of sale 11.7%, direct mail 76.5%, direct response magazines 5.9%.

Top execs: Gerald E. Graunke, chmn, ceo; Terence M. Graunke, president, coo; Donna M. Blomquist, vp, creative and production; James P. Anderson, vp-mktg. Employees: 92 in 2 offices.

Phone: (312) 932-8400.

Paolin & Sweeney, Cherry Hill, N.J., reported gross income of $3,200,000 in 1986 on billings of $16,300,000. In 1985, it reported gross income of $2,500,000 on billings of $11,200,000.

The agency's 1986 U.S. volume consisted of $3,100,000 in media, $1,400,000 in materials and services and $11,800,000 in capitalized fees. Its 1985 U.S. volume consisted of $2,400,000 in media, $1,100,000 in materials and services and $7,600,000 in capitalized fees.

In 1986, the agency gained: Hill International, consultants; Delaware Valley La-Z-Boy Showcase Shoppes, furniture; DeSimone Cadillac & BMW; Farmers' & Mechanics' Savings & Loan; Weingartner Development, real estate. It lost: Gold Factory Outlet, jewelry; South Jersey Gas; Suzuki Motor Corp.

Billings breakdown by media: Newspapers 30%, magazines 11%, radio 18%, spot tv 22%, outdoor 7%, point of sale 2%, yellow pages 10%.

Top execs: John R. Paolin, president; Thomas B. Sweeney, exec vp. The agency did not report number of employees.

Phone: (609) 667-7700. ☑

Patchen Brownfield Inc., Phoenix, Ariz., reported gross income of $1,836,360 in 1986 on billings of $11,325,384. In 1985, it reported gross income of $955,982 on billings of $8,815,964.

The agency's 1986 U.S. volume consisted of $9,294,173 in media, $1,417,158 in materials and services and $614,053 in capitalized fees. Its 1985 U.S. volume consisted of $6,769,644 in media, $992,460 in materials and services and $1,053,860 in capitalized fees.

In 1986, the agency gained: Paradise Valley Resort; National Health Enhancement Systems; KMEO Radio, media buying only. It lost: Arizona Biltmore.

Billings breakdown by media: Newspapers 38%, magazines 14%, medical journals 0.5%, radio 11%, spot tv 18%, cable tv 0.5%, outdoor 8%, business papers 0.5%, transit 0.5%, point of sale 4%, direct mail 5%.

Top execs: Steve Patchen, president, acct svcs; Fred Brownfield, president-creative svcs; Jim Wichterman, sr vp, dir-mktg & rsch svcs. Employees: 35.

Phone: (602) 274-7707. ☑

Patterson Advertising Agency, Topeka, Kan., reported gross income of $765,533 in 1986 on billings of $5,104,970. In 1985, it reported gross income of $885,012 on billings of $5,903,333.

The agency's 1986 U.S. volume consisted of $1,559,695 in media, $710,752 in materials and services and $2,834,523 in capitalized fees. Its 1985 U.S. volume consisted of $1,842,422 in media, $658,502 in materials and services and $3,408,409 in capitalized fees.

In 1986, the agency gained: Fidelity State Bank of Topeka; Vic Yarrington Oldsmobile; Productivity Training; Highland Park Bank; Schlotzsky's. It lost: First National Bank of Topeka, Laird Noller Ford, Shawnee Federal Savings.

Billings breakdown by media: Newspapers 21.8%, magazines 12.6%, medical journals 5.2%, radio 25.2%, spot tv 31.1%, outdoor 2.8%, business papers 1.3%.

Top exec: Donald M. Shurtz, president. Employees: 18.

Phone: (913) 266-3636.

Pearlman/Wohl/Olshever/Marchese, Los Angeles, reported gross income of $1,676,862 in 1986 on billings of $15,244,200. In 1985, it reported gross income of $1,089,000 on billings of $10,663,800.

The agency's 1986 U.S. volume consisted of $12,700,000 in media, $810,000 in materials and services and $1,734,200 in capitalized fees. Its 1985 U.S. volume consisted of $9,210,000 in media, $520,000 in materials and services and $933,800 in capitalized fees.

In 1986, the agency gained: ZZZZ Best; The Boston Stores; Record-A-Call; Keyes Motor City; Mercantile National Bank; U.S. Suzuki Motorcycles. It lost: Halispechts Lighting.

Billings breakdown by media: Newspapers 5.9%, magazines 3.5%, radio 10.6%, spot tv 48.2%, outdoor 4.7%, business papers 3.5%, point of sale 2.4%, yellow pages 2.4%, direct mail 8.2%, catalogs 2.4%, direct response tv 4.7%, direct response radio 2.4%, direct response newspapers 1.1%.

Top execs: Daniel L. Pearlman, president-ceo; Wally B. Wohl, chmn, creative dir; Leon Olshever, vp-corporate dev; David N. Marchese, vp, coo. Employees: 18.

Phone: (213) 277-4684. ☑

Penny/Ohlmann/Neiman, Dayton, Ohio, reported gross income of $2,076,580 in 1986 on billings of $16,085,798. In 1985, it reported gross income of $1,909,536 on billings of $14,858,909.

The agency's 1986 U.S. volume consisted of $4,231,184 in media, $1,731,961 in materials and services and $10,122,653 in capitalized fees. Its 1985 U.S. volume consisted of $3,500,429 in media, $1,910,112 in materials and services and $9,448,368 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Telad International.

The agency did not consolidate subsidiaries:

- P/O/N Product Marketing
- P/O/N Service Marketing

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 5.9%, magazines 3.2%, medical journals 0.03%, radio 5.3%, spot tv 6.3%, cable tv 0.06%, outdoor 0.4%, business papers 1.9%, point of sale 33.6%, yellow pages 9.1%, direct mail 0.7%, catalogs 16.8%, free-standing inserts 16.71%.

Top execs: Walter Ohlmann, president-ceo; Robert Penny, chmn; Ralph Neiman, exec vp. Employees: 48.

Phone: (513) 278-0681. ☑

Penny & Speier, Houston, reported gross income of $1,549,214 in 1986 on billings of $14,002,269. In 1985, it reported gross income of $1,873,746 on billings of $15,061,253.

The agency's 1986 U.S. volume consisted of $3,131,824 in media, $1,006,271 in materials and services and $9,864,174 in capitalized fees. Its 1985 U.S. volume consisted of $3,575,868 in media, $1,325,594 in materials and services and $10,159,791 in capitalized fees.

In 1986, the agency gained: Doug Sanders Golf Tournament; Memorial Preservation & Restoration; Riverbrook Land Development; Houston Engineering Prod.; Gem Marketing. It lost: Juarez Mexican Restaurants; Flaky Jake's Hamburgers; New Territory Land Development; National Cremation Society; Kelley Mfg.

Billings breakdown by media: Newspapers 27.8%, magazines 15.3%, radio 4.6%, spot tv 19.7%, outdoor 14.9%, business papers 8%, point of sale 5.8%, direct mail 3.9%, brochures 7%.

Top execs: C.R. Penny, chmn; Stephen S. Speier, president. Employees: 27.

Phone: (713) 965-0331.

Perri Debes Looney & Crane Advertising, Rochester, N.Y., reported gross income of $1,274,322 in 1986 on billings of $8,464,983. In 1985, it reported gross income of $918,687 on billings of $6,231,666.

The agency's 1986 U.S. volume consisted of $2,577,600 in media, $1,085,650 in materials and services and $4,801,733 in capitalized fees. Its 1985 U.S. volume consisted of $1,878,800 in media, $1,085,900 in materials and services and $3,266,966 in capitalized fees.

In 1986, the agency gained: Shimano Canada Ltd., sporting goods; Lapp Insulator; Alling & Cory, paper prods; Remington; A.C. Teleconnect; American Footware; Black Finn Yacht; Eastman Kodak Co. It lost: A.C. Teleconnect; Johnson Camping; Grumman Boats; PUCH, sporting goods.

Billings breakdown by media: Newspapers 9.5%, magazines 55.7%, radio 3.9%, network tv 11.1%, point of sale 8.2%, direct mail 2%, catalogs 9.6%.

Top execs: Daniel R. Lytle, president, sr acct group coordinator; C. Stephen Crane, exec vp, creative dir; Robert Looney, sr vp, sr acct exec; Paul Debes, vp, sr art dir; Stuart P. Norris, comptroller, treasurer. Employees: 22.

Phone: (716) 442-9030. ☑

Peterson-Morris MacLachlan, Minneapolis, had an estimated gross income of $1,162,000 in 1986 on billings of $7,750,000. In 1985, it had estimated gross income of $765,000 on billings of $5,100,000.

The agency did not break out billings for either year.

In 1986, the agency gained: Betaseed, Inc, hybrid seed corn; Bonanza Restaurants of Eastern S.D.; Area Vocational/Technical Institutes; Builder's Source; Century Motor Freight; Crescent Industries, Champion Mills, Waconia elevators, Tioga heaters; Cub Foods, supermarkets; Dobbs Temporary Services; Evergreen, residential real estate devel; FutureCare Systems, cardiac rehab monitoring equipment; Liv Horneland Inc, interior design prods; Management Graphics, presentation graphics systems; Manufacturing & Trading Corp of Minn., importers; Mikro-Tel, demand side electrical mgmt systems; Minn. Title Insurance; Qnetics, patient care software; West Central Cooperative, grain mktg and feed prods; Woodlake Point, condos. It lost: Stuart Corp.

The agency did not break out billings by media.

Top execs: Jack Morris, president, creative dir; Harlan Stoehr, sr vp. Employees: 24.

Phone: (612) 331-8000.

Phillips-Ramsey, San Diego, reported gross income of $7,980,000 in 1986 on billings of $58,851,000. In 1985, it reported gross income of $7,668,000 on billings of $50,590,600.

The agency's 1986 U.S. volume consisted of $26,029,000 in media, $8,274,000 in materials and services and $24,548,000 in capitalized fees. Its 1985 U.S. volume consisted of $17,720,900 in media, $7,340,700 in materials and services and $25,529,000 in capitalized fees.

In 1986, the agency gained: Hybritech; Bell & Howell; Rancho Palo Verde; Epson; McClain Airlines; Las Vegas and Reno Hilton Hotels & Casinos. It lost: PSA Airlines; Scripps; Scottsdale Memorial Hospital; Northrup; Ticor.

The agency did not break down billings by media.

Top execs: Richard D. Brooks, president; Richard Badami, Winfield Holden III, Robert Kwait, Robert Lewis, exec vps. Employees: 124 in 3 offices.

Phone: (619) 574-0808.

Pierson & Co., Chicago, had estimated gross income of $900,000 in 1986 on billings of $6,000,000. In 1985, it had estimated gross income of $675,000 on billings of $4,500,000.

The agency did not break out billings for either year.

In 1986, the agency gained: Shade Information Systems, Wisard Software Division; Forest Foods, Woodland Pantry Brand; Air-Ride Limousine; Nelson Brothers Furniture Corp. It lost: Air-Ride Limousine.

Billings breakdown by media: Newspapers 3.3%, magazines 8.3%, radio 4.2%, spot tv 75%, business papers 5%, direct mail 4.2%.

Top execs: Arthur P.C. Pierson, president, creative dir; Thomas L. Schmidt, vp, dir of client services. Employees: 12.

Phone: (312) 644-6090. ☑

Pihas, Schmidt, Westerdahl Co., Portland, Ore., reported gross income of $2,381,405 in 1986 on billings of $17,691,566. In 1985, it reported gross income of $2,143,582 on billings of $15,047,778.

The agency's 1986 U.S. volume consisted of $6,098,375 in media, $2,991,011 in materials and services and $8,602,180 in capitalized fees. Its 1985 U.S. volume consisted of $5,449,737 in media, $3,084,521 in materials and services and $6,513,520 in capitalized fees.

In 1986, the agency gained: Convention Center; Tax Free Trust of Oregon; Aquilla Distributors. It lost: KFC-Columbia Cascade; Sizzler.

Billings breakdown by media: Newspapers 23%, magazines 2%, radio 20%, spot tv 41%, cable tv 2%, outdoor 1%, transit 0.5%, point of sale 2%, direct mail 4.5%, direct response tv 4%.

Top execs: John S. Pihas, president; Ronald G. Schmidt, exec vp; Edward G. Westerdahl, chmn. Employees: 50.

Phone: (503) 279-4000.

Poindexter Associates Advertising, Roanoke, Va., reported gross income of $844,154 in 1986 on billings of $5,035,983. In 1985, it reported gross income of $616,448 on billings of $3,721,940.

The agency's 1986 U.S. volume consisted of $2,721,117 in media, $514,006 in materials and services and $1,800,860 in capitalized fees. Its 1985 U.S. volume consisted of $1,710,599 in media, $423,274 in materials and services and $1,588,067 in capitalized fees.

In 1986, the agency gained: Hart Motor; Valley Rich Dairy; Sherertz, Franklin, Crawford, Shaffner, architecture; Huff-Cook Mutual Burial Assn. It lost: Snyder Hunt, apartments.

Billings breakdown by media: Newspapers 32%, magazines 6%, radio 18%, spot tv 38%, outdoor 4%, direct mail 2%.

Top execs: Dale Poindexter, president; Lee Garth exec vp; Herb Weaver, vp-operations; Dave Purdum, assoc creative dir; Kathy Poff, production mgr-traffic mgr; Marty Ryan, media dir. Employees: 12.

Phone: (703) 345-2400.

Pool/Sarraille, Los Angeles, had estimated gross income of $2,100,000 in 1986 on estimated billings of $13,687,000. In 1985, it had estimated gross income of $1,600,000 on estimated billings of $10,524,000.

The agency's 1986 U.S. volume consisted of $10,600,000 in media, $1,840,000 in materials and services and an estimated $1,247,000 in capitalized fees. Its 1985 U.S. volume consisted of $8,250,000 in media, $1,514,000 in materials and services and an estimated $760,000 in capitalized fees.

The agency did not report accounts gained or lost in 1986 or billings breakdown by media.

Top execs: Harvey Pool, president, creative dir; Edmond Sarraille, exec vp. Employees: 23 in 3 offices.

Phone: (213) 479-4166. ☑

Bernard Popick Associates, Atlantic City, N.J., reported gross income of $338,276 in 1986 on billings of $2,256,301. In 1985, it reported gross income of $350,760 on billings of $2,339,569.

Billings was all in capitalized fees for both years.

In 1986, the agency gained: Eastern Shore Seafood Products; Sand Casino-Hotel, Atlantic City. It lost: Gateway Associates; Boardwalk Marketplace.

The agency did not break out billings by media.

Top execs: Bernard A. Popick, president; Frances L. Popick, vp, treasurer; Fay Catando, vp-operations. Employees: 7.

Phone: (609) 348-2600.

Posey Quest Genova, Greenwich, Conn., reported gross income of $2,000,000 in 1986 on billings of $21,000,000. In 1985, it reported gross income of $2,500,000 on billings of $21,700,000.

The agency's 1986 U.S. volume consisted of $6,400,000 in media, $2,600,000 in materials and services and $12,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $4,700,000 in media, $2,800,000 in materials and services and $14,200,000 in capitalized fees.

In 1986, the agency gained: Sandoz Consumer Health Care Group; American Maize Co, Helme Tobacco div, Swisher Cigar div; Beiersdorf, Nivea Visage, face moisturizer. It lost: Southern New England Telephone; Penta Hotel.

Billings breakdown by media: newspapers 9.5%, magazines 54.8%, radio 9.5%, spot tv 23.8%, business papers 2.4%.

Top execs: James H. Quest, president, ceo; Joe Genova, exec vp, creative dir; Robert Liddel, vp, dir media and programming; Matthew C. Tokatlian, vp, dir finance; Louise Erdman, vp, dir acct service. Employees: 24.

Phone: (203) 531-4900. ☑

Praco, Ltd., Cold Springs, Colo., reported gross income of $628,301 in 1986 on billings of $4,196,565. In 1985, it reported gross income of $201,957 on billings of $3,852,294.

The agency's 1986 U.S. volume consisted of $944,642 in media, $800,087 in materials and services and $2,451,835 in capitalized fees. Its 1985 U.S. volume consisted of $833,666 in media, $512,714 in materials and services and $2,505,914 in capitalized fees.

In 1986, the agency gained: Colo. Amateur Sports, non-profit organization to solicit Olympic Hall of Fame; Aries Properties; Colorado Springs Board of Realtors. It lost: Jocque Shops, sporting goods retail.

Billings breakdown by media: Newspapers 34%, magazines 8%, supplements 1%, radio 20%, spot tv 28%, outdoor 2%, transit 1%, point of sale 1%, direct mail 3%, direct response magazines 2%.

Top execs: James W. Hall, president; Nechie T. Hall, vp, secretary; Geri Vanderwarren, vp, treasurer. Employees: 15.

Phone: (303) 473-0704. ☑

PR Associates, Akron, Ohio, reported gross income of $1,745,000 in 1986 on billings of $11,265,000. In 1985, it reported gross income of $1,512,000 on billings of $10,352,000.

The agency's 1986 U.S. volume consisted of $2,100,000 in media, $725,000 in materials and services and $8,440,000 in capitalized fees. Its 1985 U.S. volume consisted of $2,165,000 in media, $950,000 in materials and services and $7,237,000 in capitalized fees.

In 1986, the agency gained: Go-Jo Industries, hand cleaners; White Rubber, electrical worker safety equipment; C&A Products, engineering & mfg of position control prods. The agency did not report U.S. accounts lost in 1986.

Overseas, the agency gained: General Extrusions, extruders of aluminum profiles; O&M Folders, mfg paper folding machines. The agency did not report overseas accounts lost.

Billings breakdown by media: Newspapers 5%, magazines 10%, radio 10%, yellow pages 10%, direct mail 5%.

Top execs: Paul L. Schmitz, president; Alan R. Kliskey, exec vp. Employees: 35.

Phone: (216) 928-8000.

Price McNabb Advertising Agency, Asheville, N.C., reported gross income of $3,383,000 in 1986 on billings of $25,567,700. In 1985, it reported gross income of $3,502,100 on billings of $26,763,400.

The agency's 1986 U.S. volume consisted of $11,463,300 in media, $3,023,500 in materials and services and $11,080,900 in capitalized fees. Its 1985 U.S. volume consisted of $11,967,700 in media, $4,816,700 in materials and services and $9,979,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Price/McNabb Public Relations
- Price/McNabb Direct Marketing

The agency also consolidated returns for its offices in Raleigh and Charlotte, N.C., and Columbus, S.C.

In 1986, the agency gained: Broyhill Furniture Industries; Carolina Honda Dealers Assn.; *Raleigh News & Observer*; Coca-Cola Bottling, Charleston, S.C.; Coca-Cola Bottling Co. Consolidated, 10 additional markets. It lost: Carolina Marriott Portfolio; McDonald's Raleigh Co-op; McDonald's Chattanooga Co-op.

Billings breakdown by media: Newspapers 8%, magazines 9.6%, radio 22.7%, spot tv 55.2%, outdoor 4.5%.

Top execs: Charles R. Price Jr., chmn; Robert B. Boettcher-Asheville, Ron Campana-Raleigh, presidents; Powell G. Blue, exec vp-finance; Harris J. Fields, exec vp, creative dir-Asheville; Craig Jackson, sr vp, creative dir-Raleigh; David E. Rogers, sr vp-media svcs; Thomas E. Eppes, vp-pr div; Peter F. Lloyd-Columbia; S. Christopher Starin-Charlotte, vps; Judy Dalton, vp-media svcs; David L Moody, vp-mktg strategic devel. Employees: 74 in 4 offices.

Phone: (704) 254-7461. ☑

Pringle Dixon Pringle, Atlanta, reported gross income of $2,730,000 in 1986 on billings of $19,700,000. In 1985, it reported gross income of $2,675,000 on billings of $18,500,000.

The agency's 1986 U.S. volume consisted of $10,600,000 in media, $5,100,000 in materials and services and $4,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $10,000,000 in media, $5,000,000 in materials and services and $3,500,000 in capitalized fees.

In 1986, the agency gained: Cumberland; J.C. Bradford & Co; Gerber Alley Co; Bell South Mobility; Ford Motor Co, pr. It lost: Tropitone; E-Z-Go; Connecticut Valley Arms; Bankers First; Sun Bank.

Billings breakdown by media: Newspapers 18.5%, magazines 25.4%, medical journals 3.8%, supplements 3%, radio 33%, spot tv 2.6%, outdoor 6.4%, business papers 3.8%, point of sale 1.7%, yellow pages 0.2%, direct mail 1.2%, catalogs 0.4%.

Top execs: James A. Pringle, president, ceo; Janice S. Pringle, president pr div; R. Jobie Dixon, sr vp mktg; Mary Adams, vp-operations; Douglas M. Hancock, vp-finance; Hallett M. Parker, vp-acct scvs; Perry Mitchell, vp-creative; Robert Binney, vp-business devel. Employees: 48.

Phone: (404) 688-6720. ☑

QLM Associates, Princeton, N.J., reported gross income of $6,217,224 in 1986 on billings of $41,468,541. In 1985, it reported gross income of $1,551,622 on billings of $22,945,557.

The agency's 1986 U.S. volume consisted of $687,287 in media and $40,781,254 in capitalized fees. Its 1985 U.S. volume consisted of $451,876 in media and $22,945,557 in capitalized fees.

In 1986, the agency gained: Colgate; Georgia-Pacific; Lennox; Lever Bros.; Mettler Industries; Prince; Shulton. It did not report any losses.

Billings breakdown by media: Magazines 4.4%, point of sale 75.6%, free-standing inserts 20%.

Top execs: Employees: W.R. Lipsky, president; L.A. Quintman, vp, creative; J.A. Mitchell, vp, operations; W. Westbo, vp, creative dir.

Phone: (609) 683-1177. ☑

Qually & Co., Chicago, reported gross income of $471,483 in 1986 on billings of $3,800,000. In 1985, it reported gross income of $401,335 on billings of $3,280,000.

The agency did not break out it's volume for 1985 and 1986.

In 1986, the agency gained: Chicago Computer Connection; Corpacct CPA Affiliates; Magna Group, Inc.; Lane Banks; Adolph Coors; *Chicago Sun-Times*; Illinois Trade Assn. It lost: None.

Billings breakdown by media: Newspapers 10%, magazines 5%, radio 20%, network tv 5%, spot tv 30%, business papers 10%, transit 5%.

Top execs: Robert Qually, president, creative dir; Robb Ross, vp, acct super; Michael Iva, media, rsch dir; Fred Saleh, genl mgr; Holly Thomas, sr art dir; Dennis McInerney, sales; Chris Peldo, creative; Luther Bowens, Jr., communications mgr. Employees: 14.

Phone: (312) 944-0237. ☑

L. Quillin & Associates, La Crosse, Wis., reported gross income of $286,077 in 1986 on billings of $1,806,481. In 1985, it reported gross income of $207,687 on billings of $1,240,750.

The agency's 1986 U.S. volume consisted of $296,665 in media, $152,064 in materials and services and $1,357,752 in capitalized fees. Its 1985 U.S. volume consisted of $244,401 in media, $216,327 in materials and services and $780,022 in capitalized fees.

In 1986, the agency gained: Contrary Gardens, vegetable farms; National Walleye/Northern Tournament; International Challenge Snowmobile; St. James Hotel/Shopping Court. It lost: Super Cooler; Oktoberfest; Kolpin Manufacturing, sporting equipment; Mortgage Options; Brunner Drilling.

Billings breakdown by media: Newspapers 2.5%, magazines 10%, radio 6%, spot tv 8%, cable tv 0.2%, outdoor 2%, point of sale 26%, yellow pages 0.3%, catalogs 45%.

Top execs: Lawrence Quillin, president; Wayne Krause, exec vp. Employees: 7.

Phone: (608) 8292. ☑

Jules Rabin Associates, Valley Stream, N.Y., had estimated gross income of $740,400 in 1986 on billings of $4,938,300. In 1985, it had estimated gross income of $697,200 on billings of $4,650,000.

The agency did not break out billings.

In 1986, the agency gained: New York Guardian Mortgage Corp.; Nassau County Medical Center; Long Island Publishers Assn. It lost: Line Master.

The agency did not break out billings by media.

Top execs: Jules W. Rabin, president; Melvin Weber, exec vp; Melvin Kaplan, vp. Employees: 20.

Phone: (576) 561-9160.

Rahm Advertising & Public Relations, Oakland, Calif., had estimated gross income of $511,400 in 1986 on billings of $3,213,412. In 1985, it had estimated gross income of $352,400 on billings of $2,284,899.

The agency's 1986 U.S. volume consisted of $596,595 in media, $647,253 in materials and services and $1,969,564 in capitalized fees. Its 1985 U.S. volume consisted of $685,015 in media, $369,582 in materials and services and $1,230,302 in capitalized fees.

In 1986, the agency gained: Pacific Bell, mktg div; Pacific Bell, Mobiletelephone service; Harrison's Marine; United Cable, Alameda, mktg, cable tv. Agency did not list any accounts lost.

Billings breakdown by media: Newspapers 2.6%, magazines 4.4%, medical journals 0.1%, radio 3.1%, spot tv 7.2%, cable tv 0.2%, outdoor 0.6%, business papers 0.1%, direct mail 81.7%.

Top execs: John Hermansky, president; James C. Resor, secretary, treasurer. Employees: 7.

Phone: (415) 832-1500. ☑

Reimel Carter Advertising, Philadelphia, had estimated gross income of $2,824,300 in 1986 on billings of $18,500,000. In 1985, it had estimated gross income of $2,452,300 on billings of $16,100,000.

The agency's 1986 U.S. volume consisted of $9,474,000 in media, $1,882,000 in materials and services and $7,144,000 in capitalized fees. Its 1985 U.S. volume consisted of $9,015,000 in media, $1,422,000 in materials and services and $5,663,000 in capitalized fees.

In 1986, the agency gained: Addison Capital Shares; Blue Ridge Real Estate Co.; Kaselaan & D'Angelo Associates; Robert Half/Accountemps of Philadelphia; Yorkship Business Supply. It lost: WZGO-FM.

Billings breakdown by media: Newspapers 39%, magazines 7%, radio 30%, spot tv 18%, outdoor 5%, transit 1%.

Top execs: Theodore L. Reimel, president, treasurer; Edward P. Carter, exec vp, secretary; Karen L. Connor, sr vp-acct services; David M. Rackow, sr vp, creative director; Laurence L. Bazar, vp-finance & operations; Donald F. Danese, vp-sr acct group; Mark Von Zech, vp, art dir; Judith M. Titch, vp, media dir. Employees: 31.

Phone: (215) 735-3200.

Reynolds-Sullivan Advertising, Mobile, Ala., reported gross income of $672,360 in 1986 on billings of $3,000,297. In 1985, it reported gross income of $666,066 on billings of $2,868,660.

The agency's 1986 U.S. volume consisted of $2,168,776 in media, $831,521 in materials and services. Its 1985 U.S. volume consisted of $2,086,480 in media, $782,180 in materials and services.

In 1986, the agency gained: Bank of Mobile; Craft Farms, recreational facility; Barnett-Simmons, retail men's store. It lost: Colonial Bank of Mobile; Sansing Chevrolet; Gulf Coast Eight Chevrolet Dealers Assn.

Billings breakdown by media: Newspapers 20%, magazines 5%, radio 20%, spot tv 22%, cable tv 1%, outdoor 10%, business papers 15%, point of sale 2%, yellow pages 1%, direct mail 3%, free-standing inserts 1%.

Top execs: Richard C. Sullivan, president; Bruce H. Reynolds, exec vp, secretary; Karen St. Clair, vp. Employees: 15.

Phone: (205) 432-2780.

Richard & Edward's, New York, had estimated gross income of $8,700,000 in 1986 on billings of $58,000,000. In 1985, it had estimated gross income of $9,200,000 on billings of $61,000,000.

The agency did not break out billings by media.

Included in the agency's figures were returns from subsidiary, Richard & Edward's pr.

In 1986, the agency gained: Atari Corp. (U.S.); Penguin Products, electronic jewelry; Andre Publishing, children's books. The agency did not report accounts lost in 1986.

Billings breakdown by media: Magazines 4%, network tv 3%, spot tv 93%.

Top execs: Richard Schwarzchild, president; Edward Mandell, exec vp; Shelly Hirsch, sr vp, media dir. Employees: 29.

Phone: (212) 557-1600.

Richardson, Myers & Donofrio, Baltimore, reported gross income of $7,826,432 in 1986 on billings of $56,942,000. In 1985, it reported gross income of $8,295,000 on billings of $53,500,000.

The agency's 1986 U.S. volume consisted of $37,127,000 in media, $11,892,000 in materials and services and $7,923,000 in capitalized fees. Its 1985 U.S. volume consisted of $36,500,000 in media, $9,950,000 in materials and services and $7,050,000 in capitalized fees.

In 1986, the agency gained: Contrail; ICI Americas, Gramoxone Super; Georgetown University Hospital; Blue Cross/Blue Shield of Maryland, pr; State of Maryland, Department of Economic and Community Development, pr; State of Maryland, BWT Airport, pr. It lost: Eagle's Eye; Wilmington Trust; Cort Furniture Rental.

The agency did not break out billings by media.

Top execs: Hal Donofrio, president-ceo; Tyson Janney, exec vp; Chris Hartman, exec vp, genl mgr-pr; Clif Aldrich, cfo; Jamie Rice, exec vp; Lou Gunshol, vp, creative dir; Bill Porter, vp, dir-media svcs; Lew Isner, vp, dir-graphic arts production; Chuck Donofrio, Sarah Adams, Jed Lafferty, Paul Field, vps; Jim Fitzwater, Connie Whittington, vps-pr. Employees: 97.

Phone: (301) 576-9000.

Rizzo Simons Cohn, Boston, reported gross income of $3,572,746 in 1986 on billings of $23,826,319. In 1985, it reported gross income of $3,316,302 on billings of $22,115,627.

The agency's 1986 U.S. volume consisted of $4,852,234 in media, $2,942,013 in materials and services and $16,032,072 in capitalized fees. Its 1985 U.S. volume consisted of $5,644,272 in media, $2,568,060 in materials and services and $13,903,295 in capitalized fees.

In 1986, the agency gained: Alliant Computer, supercomputers; Arity Corp., personal computer software; NYNEX Mobile Communications, cellular car phones; Safer, Inc, natural plant care prods; Staples, office products superstore. It lost: Cullinet Softwrae, mainframe software; Kendall Co, hospital prods; Mutual Bank for Saving.

Billings breakdown by media: newspapers 14.7%, magazines 22.9%, medical journals 0.5%, radio 14.5%, network tv 4.3%, spot tv 8.4%, cable tv 2%, outdoor 2.2%, business papers 19%, point of sale 5.7%, direct mail 2.7%, catalogs 2%, direct response newspapers 0.2%, direct response magazines 0.3%, free-standing inserts 0.6%.

Top execs: J. Peter Rizzo, president; Thomas S. Simons, exec vp, co-creative dir-art; Richard E. Cohn, exec vp, co-creative-copy; John G. Maruskin, exec vp, mkgt scvs dir. Employees: 41.

Phone: (617) 423-2700. ☑

Robinson, Yesawich & Pepperdine, Orlando, Fla., had estimated gross income of $5,100,000 in 1986 on billings of $30,804,192. The agency reported $3,944,015 in gross income on billings of $26,303,985 in 1985.

The agency's 1986 U.S. volume consisted of $8,035,040 in media, $16,834,466 in materials and services and $5,934,686 in capitalized fees. In 1985, volume consisted of $5,188,673 in media and $21,115,312 in capitalized fees.

In 1986, the agency gained: Tamiment Resort; Pavilion Towers Hotel and Conference Center; Signature Club; White Plains Hotel; Daytona Beach Marriott; Wyndham Bristol Hotel; Wyndham Hotel Palm Springs. It lost: None.

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Billings breakdown by media: Newspapers 20%, magazines 40%, supplements 5%, radio 5%, spot tv 5%, outdoor 5%, business papers 10%, direct mail 5%, free-standing inserts 5%.

Top execs: John Robinson Jr, chmn; Peter C. Yesawich; James Pepperdine. Employees: 60 in 4 offices.

Phone: (305) 896-8787.

Rolf Werner Rosenthal, New York, a subsidiary of Ogilvy Group, reported gross income of $8,760,500 in 1986 on billings of $58,450,000. In 1985, it reported gross income of $8,415,000 on billings of $56,000,000.

The agency's 1986 U.S. volume consisted of $11,900,000 in media, $8,200,000 in materials and services and $38,350,000 in capitalized fees. Its 1985 U.S. volume consisted of $9,575,000 in media, $8,575,000 in materials and services and $37,850,000 in capitalized fees.

Included in the agencies figures were returns from its World Health Communications, special promotions, subsidary.

In 1986, the agency gained: Hospital Corp. of America, special projects; Connaught, H. flu vaccine; Boehringer Mannheim Diagnostics. It lost: Alcon Labs. In 1986, the agency did not report accounts gained overseas. It lost overseas: Burroughs Wellcome, Canada.

Billings breakdown by media: Newspapers 2%, magazines 2%, medical journals 74%, radio 1%, spot tv 1%, cable tv 2%, point of sale 2%, direct mail 5%.

Top execs: Rolf Werner Rosenthal, chmn, ceo; Ronald J. Souza, president, coo; Sylvio de Rouin, sr vp, creative dir; Philip T. Brady, sr vp, dir of client svcs; Howard Reiss, sr vp, mgmt super-World Health Communications; Richard A. Nuzzo, sr vp-acct mgmt super. Employees: 84.

Phone: (212) 684-0909. ☑

Ross Advertising, Peoria, Ill., reported gross income of $1,223,886 in 1986 on billings of $9,361,757. In 1985, it reported gross income of $1,057,170 on billings of $7,874,349.

The agency's 1986 U.S. volume consisted of $987,029 in media, $957,542 in materials and services and $7,417,186 in capitalized fees. Its 1985 U.S. volume consisted of $1,245,619 in media, $717,996 in materials and services and $5,910,734 in capitalized fees.

In 1986, the agency gained: Cranes Potato Chips; Lamont, Inc., housewares; PMP Inc., Peoria, chemical processor. It lost: None.

Billings breakdown by media: newspapers 8%, magazines 5%, radio 3.8%, spot tv 11.7%, cable tv 8.5%, outdoor 1%, business papers 40%, farm publications 5%, point of sale 5%, direct mail 4.5%, catalogs, 7.5%.

Top execs: A. Wayne Flittner, president; Ken Westerdale, Fred Kowalske, exec vps. Employees: 28.

Phone: (309) 691-4436.

Ruhr/Paragon, Minneapolis, reported gross income of $6,656,000 in 1986 on billings of $54,800,000. In 1985, it reported gross income of $6,341,000 on billings of $46,977,100. The agency had $182,000 in net income in 1986, and $190,200 in 1985.

The agency's 1986 U.S. volume consisted of $22,453,000 in media, $7,847,000 in materials and services and $24,500,000 in capitalized fees. Its 1985 U.S. volume consisted of $19,240,000 in media, $6,552,600 in materials and services and $46,977,100 in capitalized fees.

The agency did not consolidate subsidiary, Wallace Public Relations.

In 1986, the agency gained: BCE Development; Froedtert Memorial Hospital, Land O' Lakes Age Services; KTMA-TV; Chunk Products. It lost: Dain Bosworth; Mister Donut; Republic Telcom.

Billings breakdown by media: Newspapers 20.5%, magazines 21.5%, radio 17.7%, network tv 6.2%, spot tv 26.3%, outdoor 3.2%, direct mail 0.9%, catalogs 0.4%, other 3.3%.

Top execs: Charles F. Ruhr, chmn; Robert L. Jones, president-ceo. Employees: 100.

Phone: (612) 332-4565.

Richard Sackett Executive Consultants, New Orleans, reported gross income of $1,270,185 in 1986 on billings of $7,602,300. The agency did not report for 1985.

The agency's 1986 U.S. volume consisted of $153,410 in materials and services and $7,448,890 in capitalized fees.

The agency listed no accounts gained or lost and did not break out media.

Top execs: Richard Sackett, president; Schwan Quen, Michael Lea, exec vps. Employees: 8.

Phone:(604) 282-2568. ☑

Sacks & Rosen Advertising, New York, reported gross income of $5,870,000 in 1986 on billings of $33,400,000. In 1985, it reported gross income of $5,470,000 on billings of $31,000,000.

The agency's 1986 U.S. volume consisted of $18,560,000 in media, $4,800,000 in materials and services and $10,040,000 in capitalized fees. The agency did not break out billings for 1985.

Included in the agency's figures were returns from subsidiary, Response Strategems.

In 1986, the agency gained: Brown Group, Arnold Dunn Division; *Bride's Magazine*, Conde Nast Publications; Miele Appliances; Sweet Soles, socks, hosiery, pantyhose; U.S. Ingots; Richard Holstein, vitamin direct mktr. It lost: Metrotran.

Billings breakdown by media: Newspapers 11.3%, magazines 45.3%, supplements 6.5%, radio 3.2%, spot tv 6.5%, cable tv 1%, outdoor 1.6%, business papers 5.1%, point of sale 2.2%; direct mail 9.2; direct response newspapers 3.5%, direct response magazines 4.6%.

Top execs: Leonard Sacks, president; Michael Rosen, exec vp; Amy Gold, David Griffing, creative dirs; Jonathan Bond, acct svcs dir; Gerald Jacobs, comptroller; Ronnie Madoff, genl mgr-direct response. Employees: 49.

Phone:(212) 986-4004. ☑

Saunders, Lubinski & White, Dallas, reported gross income of $2,859,741 in 1986 on billings of $21,211,977. In 1985, it reported gross income of $2,319,861 on billings of $16,478,341.

The agency's 1986 U.S. volume consisted of $4,033,372 in media, $3,633,969 in materials and services and $13,544,636 in capitalized fees. Its 1985 U.S. volume consisted of $3,737,659 in media, $2,379,364 in materials and services and $10,361,318 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 51.9%, magazines 1.6%, radio 25.2%, spot tv 18.9%, outdoor 2.3%, yellow pages 0.1%.

Top execs: William C. Saunders, chmn; Stephen V. Morelock, president; Robert Cook, exec vp; Tracy Griffin, secretary, treasurer. Employees: 49.

Phone: (214) 630-6160. ☑

Sawyer Riley Compton, Gainesville, Ga., had estimated gross income of $2,625,000 in 1986 on billings of $17,251,080. In 1985, it had estimated gross income of $2,832,000 on billings of $18,558,491.

The agency's 1986 U.S. volume consisted of $4,314,930 in media, $1,423,926 in materials and services and $11,512,233 in capitalized fees. Its 1985 U.S. volume consisted of $5,515,797 in media, $1,857,531 in materials and services and $11,185,163 in capitalized fees.

In 1986, the agency gained: Adolph Coors Co., BioTech Products div; Elanco Products Co.; Jamesway Incubator Co.; Municipal Electric Authority of Georgia; Southcon; Sunbelt Power Systems; T&S Brass and Bronze Works; Primas, Inc. It lost: Farm Credit Banks; AVL; Chateau Elan.

Billings breakdown by media: Newspapers 3%, magazines 1%, radio 13%, spot tv 6%, outdoor 1%, business papers 57%, farm publications 14%, point of sale 1%, direct mail 4%.

Top execs: L. Gordon Sawyer, chmn; Franklin C. Compton, president; Richard W. Riley, exec vp; S. Jack Waters, president-The Waters Group; Louis G. Sawyer, sr vp; Sandra K. Whitaker, vp-prods. Employees: 30.

Phone: (404) 532-6285. ☑

Peter Scannell Inc., New York, reported gross income cf $1,053,026 in 1986 on billings of $10,708,279. In 1985, it reported gross income of $724,730 on billings of $7,652,878.

The agency's 1986 U.S. volume consisted of $7,023,683 in media, $348,636 in materials and services and $3,335,960 in capitalized fees. Its 1985 U.S. volume consisted of $4,833,774 in media, $310,558 in materials and services and $2,508,546 in capitalized fees.

In 1986, the agency gained: Citicorp; Citibank N.A.; AT&T; N.Y. Health & Hospital Corp.; Nestle; Showtime; General Reinsurance; Deloitte Haskins & Sells. The agency did not report any accounts lost.

No billings breakdown by media was provided.

Top execs: Peter Scannell, president, Carol T. Savage, vp, David N. Lee, creative director. Employees: 12, up from 7 in 1985.

Phone: (212) 947-3822. ☑

Scharfbert & Associates, Ltd. Advertising, Jenkintown, Pa., reported gross income of $1,900,000 in 1986 on billings of $12,447,850. In 1985, it reported gross income of $1,750,000 on billings of $11,527,650.

The agency's 1986 U.S. volume consisted of $9,475,000 in media, $605,000 in materials and services and $2,367,850 in capitalized fees. Its 1985 U.S. volume consisted of $9,050,000 in media, $510,000 in materials and services and $1,967,650 in capitalized fees.

The agency gained: Eye Institute of the Pennsylvania College of Optometry; Showcase Stores; Maryland AMC/Jeep/Renault Dealer Group; Joe Hand Promotions; Arena Marketing Group, entertainment promos; D&H Distributors, regional RCA distributors. It lost: Wholesale Furniture Distributors.

Billings breakdown by media: Newspapers 25%, magazines 7%, supplements 1%, radio 20%, spot tv 30%, cable tv 3%, outdoor 2%, business papers 2%, transit 2%, point of sale 3%, direct mail 3%, telemarketing 2%.

Top execs: Sheldon Scharfberg, president; Richard S. Menapace Jr., exec vp; Douglas Scharfberg, vp. Employees: 30.

Phone: (215) 885-7050. ☑

Schenkein & Associates, Englewood, Colo., reported gross income of $1,999,000 in 1986 on billings of $13,214,000. In 1985, it reported gross income of $1,802,000 on billings of $12,195,000.

The agency's 1986 U.S. volume consisted of $513,000 in media, $175,000 in materials and services and $12,526,000 in capitalized fees. Its 1985 U.S. volume consisted of $927,000 in media, $62,000 in materials and services and $11,206,000 in capitalized fees.

In 1986, the agency gained: Financial Programs; Lutheran Medical Center; Little Caesar's Pizza; Candy's Tortilla Factory; Evans Furs. It lost: Leo Payne, auto.

Billings breakdown by media: Newspapers 8.1%, magazines 12.4%, radio 25.6%, spot tv 12%, outdoor 7.1%, transit 13.2%, point of sale 1.5%, direct mail 16.8%, catalogs 3.3%.

Top execs: Robert A. Schenkein, president; Gregory M. Taucher, vp-acct svcs; Jean E. Hathaway, vp-creative; Carl R. Kay, vp-pr; Wade Blacketor, vp-finance. Employees: 30.

Phone: (303) 790-1773. ☑

Ken Schmidt Co., Milwaukee, reported gross income of $1,670,500 in 1986 on billings of $10,526,900. In 1985, it reported gross income of $1,425,000 on billings of $8,995,000.

The agency's 1986 U.S. volume consisted of $4,838,200 in media, $1,950,000 in materials and services and $3,738,700 in capitalized fees. Its 1985 U.S. volume consisted of $4,767,500 in media, $1,875,700 in materials and services and $2,351,800 in capitalized fees.

In 1986, the agency gained: FIserv, Inc., a financial data processing svc; Toyota Industrial Equipment, Skid Steer Loader div. It lost: Harnischfeger Corp.

Billings breakdown by media: Newspapers 2%, magazines 56%, radio 1.8%, spot tv 1.6%, farm publications 28.6%, direct mail 5.5%, free-standing inserts 4.5%.

Top execs: Kenneth W. Schmidt, chmn, ceo; Cecil M. Hunt, president. Employees: 28.

Phone: (414) 224-0210.

Schroeder Advertising, New York, had estimated gross income of $558,109 in 1986 on estimated billings of $3,000,000 for calendar 1986. It did not report for 1985.

The agency's 1986 U.S. volume consisted of $2,600,000 in media, and $400,000 in capitalized fees.

In 1986, the agency gained: Harmonic Research, investment advisory service; Kitchen Co., wholesale and retail kitchen/bath distributors. It lost: Brown Cow Farm Yogurt. Overseas, the agency gained: Pandick Ltd., office support and technology, United Kingdom. It lost: None.

Billings breakdown by media: Newspapers 27%, magazines 73%.

Top execs: Charles W. Schroeder, president, creative dir; Greg Crossley, exec art dir; Lyn Machleidra, media dir. Employees: 6.

Phone: (212) 674-3030. ☑

Semel/Kaye & Co., Northbrok, Ill., reported gross income of $977,220 in 1986 on billings of $7,066,833. In 1985, it reported gross income of $900,263 on billings of $6,225,419.

The agency's 1986 U.S. volume consisted of $681,266 in media, $1,915,000 in materials and services and $4,470,567 in capitalized fees. Its 1985 U.S. volume consisted of $615,932 in media, $1,723,252 in materials and services and $3,886,235 in capitalized fees.

Figures include those of subsidiaries:
- Semel/Kaye Public Relations
- Semel/Kaye Outdoor div

In 1986, the agency gained: Rush Presbyterian-St. Lukes Hospital; AM International, Multigraphics div (pr); Wabash Electronics; Reli Financial Corp.; Universal Trim; Albert Trostel Packings. It lost: Enterprise Systems; Hako Minuteman.

Billings breakdown by media: Newspapers 5%, medical journals 5%, outdoor 5%, business papers 20%, point of sale 2%, yellow pages 3%, direct mail 17%, catalogs 23%, telemarketing 5%, other 15%.

Top execs: Richard L. Kaye, president-ceo; Charles E. Semel, exec vp; Robert Tucker, vp, mktg; James Leman, dir pr. Employees: 20.

Phone: (312) 564-8860.

Serino, Coyne & Nappi, New York, reported gross income of $4,628,426 in 1986 on billings of $24,987,000. In 1985, it reported gross income of $3,719,662 on billings of $21,989,000.

The agency did not break out billings or report accounts gained and lost in 1986.

Media breakdown: Newspapers 72.2%, radio 6.5%, network tv 21.3%.

Top execs: Matthew Serino, president; Nancy Coyne, creative dir; Nicholas Nappi, art dir. Employees: 42.

Phone: (212) 704-3900. ☑

Shaffer/MacGill & Associates, Chicago, reported gross income of $1,669,386 in 1986 on billings of $12,740,650. In 1985, it reported gross income of $1,742,345 on billings of $11,787,046.

The agency's 1986 U.S. volume consisted of $3,429,340 in media, $1,893,283 in materials and services and $7,418,027 in capitalized fees. Its 1985 U.S. volume consisted of $5,209,540 in media, $2,060,342 in materials and services and $4,517,164 in capitalized fees.

Figures include those of subsidiary, CoAMS, Inc., involved in co-op advertising administration and inquiry trucking analysis.

In 1986, the agency gained: Belden Automotive Products, wire and cable; Intrupa Mfg., lift truck parts; New Concepts, auto chemicals; Unity Mfg., lighting. It lost: Tonka, toy co-op adv.

Billings breakdown by media: Newspapers 5.8%, magazines 1.5%, radio 0.8%, spot tv 4.8%, business papers 16%, point of sale 3%, yellow pages 1.1%, direct mail 21%, catalogs 17%, co-op adv and misc 29%.

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Top execs: Jerome B. Shaffer, president; Bert Grout, sr vp, acct svcs; Larry Heisler, sr vp, creative; Mike Josvanger, vp; Rich Lattanzic, vp, genl mgr, CoAMS; Renee Dulkin, genl mgr, foreign language. Employees: 38 in 2 offices.

Phone: (312) 467-0920. ☑

Shaker Advertising Agency, Oak Park, Ill., had estimated gross income of $4,100,000 in 1986 on billings of $27,000,000. In 1985, it had estimated gross income of $3,300,000 on billings of $22,000,000.

The agency did not break out billings. Included in the agency's estimated figures were returns from its Tampa, Fla., office.

The agency did not report accounts gained in 1986, but reported that it lost none.

Billings breakdown by media: Newspapers 90%, magazines 5%, radio 3%, direct mail, 2%.

Top execs: Joseph R. Shaker, chmn; Joseph G. Shaker, president; Anthony R. Shaker, vp. Employees: 60 in 2 offices.

Phone: (312) 383-5320.

Sharp Hartwig, Seattle, reported gross income of $1,995,692 on billings of $13,311,266 for its FY1986, ending Sept. 30. In FY1985, the agency reported gross income of $1,895,630 on billings of $13,347,184.

The agency's 1986 U.S. volume consisted of $1,547,787 in media, $6,543,257 in materials and services and $5,220,222 in capitalized fees. In 1985, its U.S. volume consisted of $9,209,849 in media and materials and services combined and $4,137,335 in capitalized fees.

In 1986, the agency gained: Domino's Pizza, LaCroix region; Plum Creek Timber; Good Health Plan of Washington; Airborne Express; Children's Hospital & Medical Center; Freightliner Trucks. It lost: Flow Systems, waterjet cutting equipment.

Billings breakdown by media: Newspapers 11%, magazines 41%, medical journals 0.5%, radio 12%, spot tv 4%, cable tv 0.5%, outdoor 1.5%, business papers 0.5%, transit 3%, point of sale 0.5%, direct mail 22%, direct response magazines 3.5%.

Top execs: David L. Sharp, president-ceo; Cynthia Hartwig, exec vp, creative dir; Dick Pattison, exec vp, coo. Employees: 44.

Phone: (206) 282-6242. ☑

Shea & Ziegler, Darien, Conn., a new agency incorporated Aug. 14, 1986, reported gross income of $24,631 in 1986 on billings of $161,876.

The agency's 1986 U.S. volume consisted of $20,294 in media, $17,887 in materials and services and $123,695 in capitalized fees.

In 1986, the agency gained: Energy Concepts, Inc.; L.J. Scully Manufacturing Corp.

Billings breakdown by media: Business papers 51.3%, direct mail, 48.7%.

Top execs: Michael S. Ziegler, president. Employees: 1.

Phone: (203) 655-9100. ☑

Sheehy & Knopf, Louisville, Ky., reported gross income of $1,346,853 in 1986 on billings of $11,001,311. In 1985, it reported gross income of $1,244,491 on billings of $9,042,985.

The agency's 1986 U.S. volume consisted of $4,946,358 in media, $1,408,835 in materials and services and $4,646,118 in capitalized fees. Its 1985 U.S. volume consisted of $5,149,118 in media, $1,341,757 in materials and services and $2,552,110 in capitalized fees.

In 1986, the agency gained: Kentucky Kingdom; Sears, special project; Kentucky Home Mutual Life Insurance; Tower Investment Management; Citizens National Bank of Bowling Green. It lost: Cut Rate Liquors; SR Wood; Creasey Co.

Billings breakdown by media: Newspapers 29.9%, magazines 10.2%, radio 21.1%, spot tv 33.1%, outdoor 5.7%.

Top execs: William J. Sheehy, chmn; Paul R. Knopf, president. Employees: 38.

Phone: (502) 426-1314. ☑

Sheldon Fredericks Advertising, New York, reported gross income of $553,000 in 1986 on billings of $5,296,370. In 1985, it reported gross income of $527,000 on billings of $5,118,000.

The agency's 1986 U.S. volume consisted of $3,067,000 in media, $822,000 in materials and services and $1,407,370 in capitalized fees. Its 1985 U.S. volume consisted of $2,940,000 in media, $866,000 in materials and services and $1,322,000 in capitalized fees.

In 1986, the agency gained: Sunbeam Structures, greenhouses. It lost: None.

Billings breakdown by media: Newspapers 22.9%, magazines 6.3%, medical journals 2.2%, yellow pages 3.1%, direct mail 18.4%, catalogs 5.8%, direct response tv 8.3%, direct response radio 1.7%, direct response newspapers 18.7%, direct response magazines 12.6%.

Top execs: Frederick A. Schwartz, president; Sheldon O. Schwartz, exec vp. Employees: 19.

Phone: (212) 867-0110. ☑

Shorey & Associates, Greenville, S.C., had estimated gross income of $589,000 in 1986 on billings of $3,788,000. In 1985, it had estimated gross income of $909,500 on billings of $5,800,000.

The agency's 1986 U.S. volume consisted of $750,000 in media, $1,000,000 in materials and services, and an estimated $2,000,000 in capitalized fees. Its 1985 U.S. volume consisted of $1,300,000 in media, $1,500,000 in materials and services and an estimated $3,100,000 in capitalized fees.

In 1986, the agency gained: Alcoa Conductor Accessories Inc.; Anderson Hardwood Floors; Ascoe Felts Inc., Asten Group; Tranter Inc.; Communications Properties. It lost: Boiler Tube Co.; Financial Services Group.

Billings breakdown by media: Newspapers 5%, radio 5%, outdoor 2%, business papers 80%, point of sale 2%, direct mail 3%, telemarketing 4%.

Top execs: G.D. Shorey Jr., president-ceo; G. Day Shorey III, exec vp. Employees: 20.

Phone: (803) 242-5407. ☑

Siddall, Matus & Coughter, Richmond, Va., reported gross income of $2,984,982 in 1986 on billings of $15,585,216. In 1985, it reported gross income of $2,710,620 on billings of $15,221,254.

The agency's 1986 U.S. volume consisted of $7,063,530 in media, $4,055,027 in materials and services and $4,466,659 in capitalized fees. Its 1985 U.S. volume consisted of $9,253,857 in media, $2,529,192 in materials and services and $3,438,205 in capitalized fees.

In 1986, the agency gained: Entre Computer Centers; Keystone Financial; Chesapeake Bay Brewing Co. It lost: Mobil Land Development Corp, Florida and Georgia.

Billings breakdown by media: Newspapers 25.1%, magazines 22.7%, radio & tv 49.8%, outdoor 2.4%.

Top execs: John N. Siddall, chmn-ceo; Stanley Matus, vice chmn; Peter J. Coughter Jr., president; Donna Weaver, exec vp. Employees: 51 in 2 offices.

Phone: (804) 788-8011. ☑

Silberman Whitebrow Dolan, Philadelphia, had estimated gross income of $1,665,000 in 1986 on billings of $11,100,000. In 1985, it had estimated gross income of $7,450,000 on billings of $12,600,000.

The agency's 1986 U.S. volume consisted of $5,745,000 in media, $975,000 in materials and services and $4,380,000 in capitalized fees. Its 1985 U.S. volume consisted of $7,450,000 in media, $1,250,000 in materials and services and $3,900,000 in capitalized fees.

In 1986, the agency gained: Aloette, cosmetics; Best Foods; Cooper Hospital/University Medical Center; Family Walk-In Medical Center; Freedom Health Care, HMO; Health Plan Southeast, HMO; Liberty Health Plan, HMO; Mitchell Sports USA, fishing tackle; Network Health Care, HMO; Richardson Foods; Samaritan Health Plans, HMO/PPO. It lost: Healthwin, HMO; Weight Watchers, Eastern Pennsylvania.

Billings breakdown by media: newspapers 12%, magazines 22%, supplements 1%, radio 20%, spot tv 27%, outdoor 5%, business papers 2%, point of sale 1%, direct response tv 10%.

Top execs: Eli Silberman, president; Leo J. Dolan Jr., exec vp; Harold Smith Ziebelman, sr vp. Employes: 20.

Phone: (215) 665-1202. ☑

Simms & McIvor, Round Rock, N.J., reported gross income of $1,854,000 in 1986 on billings of $12,869,053. In 1985, it reported gross income of $1,767,000 on billings of $12,187,000.

The agency's 1986 U.S. volume consisted of $872,373 in media, $1,998,680 in materials and services and $9,998,000 in capitalized fees. Its 1985 U.S. volume consisted of $936,000 in media, $1,813,000 in materials and services and $9,438,000 in capitalized fees.

In 1986, the agency gained: Squibb ConvaTec; Somerset Medical Center; Colin Medical; Mediq Inc.; Organon; Zenith Labs; Pfizer. It lost: Ethicon.

The agency did not break out billings by media.

Top execs: Patrick J. McIvor, president; Gene E. Hollen, exec vp-acct svcs; Doug Barton, vp, creative dir; Stan Cohen, vp-production; Eugene T. McLoughlin, vp, accts super. Employees: 36.

Phone: (201) 560-1410. ☑

Simons Michelson Zieve, Troy, Mich., reported gross income of $2,925,000 in 1986 on billings of $19,500,000. In 1985, it reported gross income of $3,300,000 on billings of $18,450,000.

The agency's 1986 U.S. volume consisted of $12,436,327 in media, $1,102,245 in materials and services and $5,961,428 in capitalized fees. Its 1985 U.S. volume consisted of $12,378,000 in media, $1,505,825 in materials and services and $4,566,175 in capitalized fees.

In 1986, the agency gained: Fretter Inc.; Hazel Park Racing Assn.; Bloodsafe Inc.; American Transmission; Lawn Equipment; Somerset Inn; Top Hat Restaurants. It lost: Ladbroke Racing Corp.; Sentry Mortgage Corp.

Billings breakdown by media: Newspapers 25%, magazines 12%, radio 20%, spot tv 30%, outdoor 6.5%, transit 0.5%, point of sale 2%, yellow pages 3%, direct mail 1%.

Top execs: Morton Zieve, chmn; James A. Michelson, president. Employees: 56.

Phone: (313) 649-5600. ☑

Slater Hanft Martin, New York, reported gross income of $5,948,000 in 1986 on billings of $40,439,000. In 1985, the agency reported gross income of $5,847,000 on billings of $38,981,000.

The agency's 1986 U.S. volume consisted of $32,316,700 in media, $5,145,500 in materials and services and $2,976,800 in capitalized fees. Its 1985 U.S. volume consisted of $31,007,600 in media, $5,228,900 in materials and services and $2,744,500 in capitalized fees.

In 1986, the agency gained: Chase Manhattan Bank, Bank Card div; Sony Corp., computer peripherals &new prods; Mailorder Plus Corp. It lost: Oral Research Laboratory; Sidgei Corp., pasta; Musak.

Billings breakdown by media: Newspapers 11%, magazines 32%, radio 4%, network tv 45%, spot tv 5%, cable tv 1%, direct mail 1%, free-standing inserts 1%.

Top execs: Jerry Martin, chmn; Adam Hanft, president, creative dir; Don Slater, exec vp, creative dir; Gary Roberts, exec vp, coo. Employees: 50.

Phone: (212) 674-3100.

Smith Advertising & Associates, Fayetteville, N.C., reported gross income of $635,673 in 1986 on billings of $4,087,651. In 1985, it reported gross income of $614,455 on billings of $4,091,539.

The agency's 1986 U.S. volume consisted of $670,767 in media, $448,506 in materials and services and $2,968,378 in capitalized fees. Its 1985 U.S. volume consisted of $529,550 in media, $676,879 in materials and services and $2,885,110 in capitalized fees.

In 1986, the agency gained: D.R. Allen & Son, concrete svc; North Raleigh Hilton & Towers; Carolina Manor, alcohol & drug treatment center; Southeastern General Hospital; Fayetteville Area Convention & Visitor's Bureau; Walsh Corp., real estate dev.; Home Federal Savings & Loan; Charleston Mills House; Myrtle Beach Area Convention Bureau. It lost: Fasco Industries, home comfort prods.

Billings breakdown by media: Newspapers 29%, magazines 14%, medical journals 0.5%, radio 22%, spot tv 13%, outdoor 1.5%, direct mail 20%.

Top exec: Gary T. Smith, president. Employees: 14.

Phone: (919) 323-0920. ☑

Smith, Badofsky & Raffel, Chicago, reported gross income of $1,376,000 in 1986 on billings of $15,995,451. In 1985, it reported gross income of $1,369,970 on billings of $15,824,024.

The agency's 1986 U.S. volume consisted of $6,109,069 in media, $2,233,325 in materials and services and $7,653,057 in capitalized fees. Its 1985 U.S. volume consisted of $6,108,409 in media, $2,205,008 in materials and services and $7,510,607 in capitalized fees.

In 1986, the agency gained: *Chicago Sun-Times*, Restaurant Suntory Chicago; Reggie Packing Co.; Regensteiner Press. It lost: WMAQ-TV; The Great Frame Up.

Billings breakdown by media: Newspapers 24%, magazines 5%, supplements 1%, radio 22%, spot tv 35%, outdoor 1%, business papers 5%, transit 2%, point of sale 1%, direct mail 4%.

Top execs: Robert J. Smith, president; William D. Raffel, Jack Badofsky, exec vps. Employees: 20.

Phone: (312) 642-0500.

Smith Burke & Azzam, Baltimore, reported gross income of $5,194,400 in 1986 on billings of $40,300,000. In 1985, it reported gross income of $4,700,000, on billings of $37,100,000.

The agency's 1986 U.S. volume consisted of $21,343,935 in media, $150,000 in materials and services and $18,806,065 in capitalized fees. Its 1985 U.S. volume consisted of $15,780,000 in media, $2,900,000 in materials and services and $18,420,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- Big Picture Production
- Charles Street Graphics

In 1986, the agency gained: Trump Plaza Hotel & Casino, Atlantic City, N.J.; Rax Restaurants; Cort Furniture Rental; MD-IPA, Health Maintenance Organization; Jaragua Hotel, Santo Domingo. It lost: Marriott, Roy Rogers Restaurants.

Billings breakdown by media: Newspapers 9%, magazines 7.2%, supplements 0.5%, radio 11.9%, network tv 17.4%, spot tv 45.2%, outdoor 2.6%, business papers 1.5%, point of sale 0.5%, direct mail 4.2%.

Top execs: Barry L. Smith, president; Graham V. Kirk, exec vp; Roger L. Gray, Jeffrey Millman, sr vps. Employees: 53.

Phone: (301) 727-4306. ☑

Smith/Greenland, New York, reported gross income of $6,317,000 in 1986 on billings of $41,290,000. In 1985, the agency reported gross income of $6,200,000 on billings of $41,100,000.

The agency's 1986 U.S. volume consisted of $31,003,430 in media, $3,810,430 in materials and services and $6,476,570 in capitalized fees. Its 1985 U.S. volume consisted of $30,663,300 in media, $3,700,000 in materials and services and $6,736,700 in capitalized fees.

In 1986, the agency gained: Citicorp Investment Bank, worldwide; Cabot Corp, E.A.R. div; Hoffman-La Roche; Pfizer, Leeming Pacquin, new prods; Wilfred American Educational Corp. I. lost: George F. Valassis & Co. Overseas, the agency gained Citicorp Investment Bank; Distillers Co. Canada Ltd. It lost: None.

Billings breakdown by media: Newspapers 21%, magazines 35.5%, radio 5.4%, spot tv 26.8%, outdoor 7%, business papers 3.1%, transit 1%, other 0.2%.

Top execs: Leo Greenland, chmn, ceo; Norman Goluskin, president; Murray Platte, Bert Rosenberg, exec vps; Oscar H. Haffner, sr vp, cfo; Murray Klein, sr vp, creative dir; Harry Wenthen, sr vp-acct scvs; Beryl Seidenberg, sr vp-media; Rita Greenland, sr vp-human resources. Employees: 98.

Phone: (212) 757-3200.

Smith, Kaplan, Allen & Reynolds, Omaha, Neb., reported gross income of $1,601,491 in 1986 on billings of $10,676,609. In 1985, it reported gross income of $1,350,770 on billings of $9,005,145.

The agency's 1986 U.S. volume consisted of $7,080,722 in media, $1,882,098 in materials and services

Top 25 U.S. cities by total agency domestic billings

Rank	City	Total agency billings 1986	1985	% chg
1	New York	$16,872.4	$15,637.4	7.9
2	Chicago	5,023.8	4,766.7	5.4
3	Los Angeles	2,648.0	2,459.5	7.7
4	Detroit	2,352.3	2,097.1	12.2
5	San Francisco	1,273.9	1,186.3	7.4
6	Dallas	930.3	834.6	11.5
7	Minneapolis	832.2	739.5	12.5
8	Boston	745.7	612.6	21.7
9	Atlanta	594.7	666.1	(10.7)
10	St. Louis	489.9	498.0	(1.6)
11	Cleveland	461.5	440.1	4.9
12	Philadelphia	384.3	350.0	9.8
13	Houston	347.5	328.5	5.8
14	Pittsburgh	300.2	541.5	(44.6)
15	Baltimore	262.8	224.7	17.0
16	Seattle	175.0	180.3	(2.9)
17	Kansas City	168.8	136.3	23.8
18	Washington	152.4	155.6	(2.1)
19	Torrance, Calif.	150.0	95.0	57.9
20	Columbus	119.3	99.1	20.4
21	Miami	115.4	99.0	16.5
22	Denver	112.3	109.4	2.7
23	Greenville, S.C.	111.9	112.4	(0.4)
24	Richmond, Va.	111.9	71.3	56.9
25	Milwaukee	106.8	92.5	15.4

NOTE: Dollars in millions. Where possible, billings of large agencies were apportioned to individual offices. Some estimates were used.

How the top 50 agency 'brands' line up

Brand name agency rank				U.S. billings		
1986	1985	Agency	Agency group	1986	1985	chg
1	1	J. Walter Thompson Co.	JWT Group	$1,536.4	$1,484.2	3.5
2	2	Leo Burnett Co.		1,361.6	1,269.9	7.2
3	3	DDB Needham Worldwide	Omnicom Group	1,230.5	1,269.8	(3.1)
4	5	Foote, Cone & Belding Communications		1,215.0	1,124.4	8.1
5	4	Ogilvy & Mather Worldwide	Ogilvy Group	1,184.0	1,125.6	5.2
6	7	Young & Rubicam		1,079.0	1,100.0	(1.9)
7	8	Grey Advertising		1,072.8	916.4	17.1
8	6	Bozell, Jacobs, Kenyon & Eckhardt	Lorimar-Telepictures Corp.	1,005.0	1,100.0	(8.6)
9	9	D'Arcy Masius Benton & Bowles		998.0	878.4	13.6
10	14	BBDO Worldwide	Omnicom Group	985.2	615.0	60.2
11	10	DFS Dorland Worldwide	Saatchi & Saatchi PLC	877.4	836.9	4.8
12	11	McCann-Erickson	Interpublic Group of Cos.	858.0	808.2	6.2
13	13	N W Ayer		672.0	652.0	3.1
14	15	Saatchi & Saatchi Compton Inc.	Saatchi & Saatchi PLC	600.7	590.0	1.8
15	12	Ted Bates Advertising	Saatchi & Saatchi PLC	581.5	754.4	(22.9)
16	16	Campbell-Ewald Worldwide	Interpublic Group of Cos.	570.0	548.3	4.0
17	17	Wells, Rich, Greene		544.6	521.8	4.4
18	18	William Esty	Saatchi & Saatchi PLC	510.0	510.0	0.0
19	20	Backer & Spielvogel	Saatchi & Saatchi PLC	453.3	385.1	17.7
20	19	SSC&B:Lintas Worldwide	Interpublic Group of Cos.	434.8	449.6	(3.3)
21	24	Campbell-Mithun	Saatchi & Saatchi PLC	353.6	308.6	14.6
22	25	Lowe Marschalk	Interpublic Group of Cos.	326.9	299.8	9.0
23	26	Chiat/Day		314.1	294.3	6.7
24	23	Ketchum Communications		304.8	311.0	(2.0)
25	27	Tracy-Locke	Omnicom Group (BBDO)	298.8	272.3	9.7
26	21	Ally & Gargano/MCA Advertising	Marketing Corp. of America	296.1	373.0	(20.6)
27	30	Ross Roy Inc.		293.2	241.3	21.5
28	32	Laurence, Charles, Free & Lawson	Mickelberry Corp.	287.0	235.0	22.1
29	29	Scali, McCabe, Sloves	Ogilvy Group	269.2	243.9	10.4
30	22	HBM/Creamer	WCRS PLC	258.3	318.0	(18.8)
31	33	Tatham-Laird & Kudner		238.5	235.0	1.5
32	34	Jordan, Manning, Case, Taylor & McGrath		236.6	208.7	13.4
33	39	Wunderman, Ricotta & Kline	Young & Rubicam	224.5	175.7	27.8
34	37	Lord, Geller, Federico, Einstein	JWT Group	212.2	185.7	14
35	36	Hill, Holliday, Conners, Cosmopulos		211.4	192.0	10.1
36	38	W.B. Doner & Co.		210.1	185.2	13.5
37	35	McCaffrey & McCall	Saatchi & Saatchi PLC	203.7	198.0	2.9
38	—	Ogilvy & Mather Direct Response	Ogilvy Group	196.6	172.0	14.3
39	41	Bloom Cos.		189.0	170.0	11.2
40	40	Admarketing		184.0	170.5	7.9
41	31	Cunningham & Walsh	Mickelberry Corp. (C&W Group)	182.0	239.9	(24.1)
42	43	HCM	Y&R, Eurocom (joint venture)	177.6	165.4	7.4
43	42	Geers Gross Advertising		170.0	170.0	—
44	—	Rumrill-Hoyt	Saatchi & Saatchi PLC	163.9	121.6	34.8
45	49	Ammirati & Puris		150.0	130.0	15.4
46	28	Della Femina, Travisano & Partners	WCRS PLC	150.0	245.0	(38.8)
47	48	Rosenfeld, Sirowitz & Humphrey		149.6	139.0	7.6
48	50	Evans Communication		145.0	122.0	18.9
49	45	Bernard Hodes	Omnicom Group	143.2	141.0	1.6
50	—	Griffin Bacal		142.3	117.0	21.6

NOTE: Dollars in millions

Composition of brand name agencies

Agency	Included	Excluded
Ted Bates Advertising	Ted Bates named shops	AC&R Advertising, Campbell-Mithun, Diener/Hauser/Bates, William Esty, Kobs & Brady, Sawdon & Bess, Stern Walter/Earle Ludgin, Conill
BBDO Worldwide	BBDO, BBDO Chicago, BBDO/West, BDA/BBDO	Baxter Gurian & Mazzei, Blair BBDO, Carvetta, Allen, Kimbrough/BBDO, Frank Corbett Inc., Doremus & Co., Franklin Spier Inc., GM DuBois, Ingalls Quinn & Johnson, Lavey/Wolff/Swift, MARCOA/DR Group, Promotion Dynamics, RC Communications, Tracy-Locke, Waring & LaRosa
Bozell, Jacobs, Kenyon & Echardt	BJK&E named shops	Custom Production Services, Robinson, Lake & Lerer
Campbell-Ewald	C-E named shops	CECO Communications
Campbell-Mithun	C-M named shops	Cash Plus, Promotion Works Inc.
Cunningham & Walsh	Cunningham & Walsh Inc., BBDM/C&W	Direct Marketing Agency, Reiser Williams deYong
DFS Dorland Worldwide	DFS Dorland named shops	DFS Dorland Program Exchange, Program Syndication Services, DFS Dorland Direct
D'Arcy Masius Benton & Bowles	DMB&B named shops	Ted Colangelo, Direct Inc., Intergroup Marketing & Promotions, Latino Americana, Manning, Selvage & Lee, Medicus Intercon, Medicus Consumer Communications, Poppe Tyson, Science & Medicine, Telecom Entmt.
DDB Needham Worldwide	DDB Needham, DDB Needham/West	Cargill Wilson Acree, Doremus/Porter Novelli, Bernard Hodes Advertising, Kallir Philips Ross, MARCOA/DR Group, Milici, Valenti, Smith, Park, Rapp & Collins, York, Alpern
Foote Cone & Belding	FCB named shops, FCB/Leber Katz Partners	Albert Frank-Guenther Law, FCB Direct, Golen/Harris Communications, Lewis, Gilman & Kynett, Smith-Hemmings-Gosden, VICOM Associates, Wahlstrom & Co.
Grey Advertising	Grey named shops	Beaumont-Bennett, GreyCom, Inc. Grey Direct, Grey Entertainment & Media, Gross, Townsend, Frank, Hoffman Inc., LBS Communication
HBM/Creamer	HBM/Creamer named shops	Creamer Dickson Basford
Jordan, Manning, Case, Taylor & McGrath	JMCT&M named shops	C.L. Stawasz
Ketchum Communications	Ketchum named shops	Ketchum Direct, Ketchum Public Relations, Ketchum Yellow Pages
McCann Erickson Worldwide	M-E named shops	McCann Direct, Sieber & McIntyre
Ogilvy & Mather Direct Response	O & M Direct Response	A. Eicoff & Co., Ogilvy & Mather Yellow Pages, Targeted Communications Corp.
Ogilvy & Mather Worldwide	O & M named shops	Adams & Rinehart, Ball Partnership, Euramerica Translations, Eyepatch, Graphic Services, O&M Direct Response, O&M Presents, O&M Promotions, O&M Public Relations, Rolf Werner Rosenthal, Sage Group, Speech Dynamics, Sussman & Sugar, Charles E. Walker
Ross Roy, Inc.	Ross Roy named shops	Calet, Hirsch & Spector, Gray & Kilgore, Griswold, Lerner Scott
SSC&B:Lintas Worldwide	SSC&B:Lintas named shops	SSC&B:Vos Direct
Saatchi & Saatchi Compton Inc.	Saatchi & Saatchi Compton, N.Y.	Backer & Spielvogel, Ted Bates Worldwide, BTD, Cadwell Davis Partners, Cochrane Chase Livingston, Fairfax, Hay Group, Hoffman York, Kleid Co., Klemtner Advertising, Irv Koons, Mayo Infurna Design, McCaffrey & McCall, Rumrill-Hoyt, Siegel & Gale
Scali, McCabe, Sloves	SMS named shops	Fallon McElligott, Martin Agency, Stevens & Buchsbaum (20% interest)
Tracy-Locke	Tracy-Locke named shops	Geographic Marketing Group, Tracy-Locke Promotions
J. Walter Thompson	JWT named shops	Brouillard Communications, Lord, Geller, Federico, Einstein, Hill & Knowlton, JWT Direct, JWT Healthcare, Market Behavior, Marti Floures Prietro, Simmons Market Research, Thompson Recruitment, Winnona Rsch.
Wells, Rich, Greene	WRG named shops	Gardner Advertising
Young & Rubicam	Y&R named shops	Burson-Marsteller, Cato Johnson, Chapman, Creswell, Munsell, Fultz & Zirbel, DYR, HCM, Hutchins/Y&R, Rives Smith Baldwin, Carlberg, Sander Associates, Sive Associates, Stone & Adler, Sudler & Hennessy, Wunderman Ricotta & Kline, Zemp/Y&R

'Brands' explained

The billings scorecards of agencies traditionally lump together the agency's subsidiary revenues to arrive at total company revenue. But many advertisers want to assign business to a leading agency without getting involved with the subsidiaries that handle pr, direct response, Yellow Pages, medical journals or sales promotion, to name a few.

Who are these leading U.S. advertising agencies, the so-called "brand" or core shops once their support elements are peeled away, and what are their billings?

Ad Age for the second consecutive year has unbundled the merged and megamerged agencies or holding companies to arrive at the core "brand" agency in a replay of the "brand" chart published July 21, 1986, that was based on figures supplied the publication by agencies for last year's Agency Income Report.

In compiling the list, all units that are subsidiaries of a "brand" name agency were excluded from "brand" totals, but branch offices, most of which bear the name of the "brand" parent, were included. This may prove to be more controversial than last year, because a number of the larger shops, particularly BBDO Worldwide, DDB Needham, Foote, Cone & Belding and Young & Rubicam, are now seeking to become "seamless," though in the case of some subsidiaries, they maintain separate identities—a sort of loosely woven cloth at this point.

Ad Age editors pared down the shops based on their reporting of figures for subsidiaries as part of their totals in this 43rd annual Agency Income Report. Where such information was not provided, agencies were asked to provide the information. Estimates were assigned the various components by editors when they could not be obtained from the agency.

In streamlining agencies by unconsolidating the consolidated, a number of "seamless" agencies emerged.

Heading the "brand" list was J. Walter Thompson Co., which ranked No. 4 in the rankings for consolidated agencies beginning on Page 8. Omitted from the core agency's billings were Brouillard Communications, JWT Direct, JWT Healthcare, Thompson Recruitment and pr units.

The No. 2 brand agency was Leo Burnett, which ranked No. 9 among consolidated agencies. Burnett is the largest U.S. agency under one roof—that of Prudential Plaza bordering Chicago's Michigan Avenue—and currently building its own corporate headquarters several blocks away.

DDB Needham edged out Foote, Cone & Belding for the No. 3 "brand" agency. DDB Needham, an Omnicom combo, is No. 5 among consolidated agencies in this report, and FCB is No. 7 in U.S. billings. DDB Neeham's sister Omnicom unit, BBDO Worldwide, made one of the biggest climbs compared with last year's chart—from No. 14 to No. 10. BBDO was aided by a reorganization that turned previous subsidiaries—BBDO Chicago, BDA/BBDO, Atlanta and BBDO West—essentially into branch offices.

Such a listing of core shops has the most impact on subsidiary-packed agencies like Young & Rubicam, although Y&R has stated its move toward "seamlessness." The No. 1 agency on a consolidated basis in the U.S., Y&R, drops to No. 6 among brand agencies.

Ted Bates, the No. 3 agency in consolidated U.S. billings, ranks No. 15 when unbundled.

New entries on the list for 1986 billings include Doremus Porter Novelli, the Omnicom unit that rose to No. 33 among "brand" charts; Ogilvy & Mather Direct Response, No. 39 and Rumrill-Hoyt, No. 45. Dailey & Associates, Warwick Advertising and DYR Worldwide dropped from the top 50 "brand" chart, all of which lost U.S. billings in 1986 over 1985.

and $1,713,789 in capitalized fees. Its 1985 U.S. volume consisted of $6,354,345 in media, $1,342,553 in materials and services and $1,308,247 in capitalized fees.

The agency did not report accounts gained in 1986. It lost: WOWT-TV, Western Development Corp., Sioux Tool.

Billings breakdown by media: Newspapers 10%, magazines 12%, radio 17%, network tv 3%, spot tv 30%, outdoor 5%, business papers 2%, farm publications 3%, transit 1%, point of sale 2%, yellow pages 1%, direct mail 1%, free-standing inserts 2%, other 11%.

Top execs: H.W. Smith, president,treasurer; R.N. Kaplan, exec vp, secretary. Employees: 40.

Phone: (402) 330-0110.

Smith & Yehle, Kansas City, Mo., reported gross income of $799,759 in 1986 on billings of $5,334,393. In 1985, it reported gross income of $803,928 on billings of $5,362,200.

The agency's 1986 U.S. volume consisted of $1,092,685 in media, $1,036,013 in materials and services and $3,205,695 in capitalized fees. Its 1985 U.S. volume consisted of $1,926,086 in media, $1,048,808 in materials and services and $2,387,306 in capitalized fees.

In 1986, the agency gained: Microtel Inc., producer, mktr of microcomputer based telemetry systems. It lost: United Telephone System.

Billings breakdown by media: Newspapers 15%, magazines 6%, supplements 1%, radio 25%, spot tv 38%, outdoor 2%, point of sale 1%, direct mail 12%.

Top execs: Karl J. Yehle, president; Harold F. Smith, chmn; S. Brad Hirni, sr vp. Employees: 18.

Phone: (816) 842-4900. ☑

Soghigian & Macuga Advertising, Washington, reported gross income of $2,418,000 in 1986 on billings of $16,160,000. In 1985, it reported gross income of $1,582,602 on billings of $10,058,020. Its net income was $145,080 in 1986 and $109,121 in 1985.

The agency's 1986 U.S. volume consisted of $13,499,300 in media, $1,220,000 in materials and services and $1,440,700 in capitalized fees. Its 1985 U.S. volume consisted of $9,102,350 in media, $482,100 in materials and services and $473,570 in capitalized fees. Figures also include the agency's office in Philadelphia.

In 1986, the agency gained: *Philadelphia* magazine; Roach Bros.; Hyatt Regency Washington; Frazier; Gross & Kadlec; PGA Sheraton; Alexander Hotel; Donohoe Cos.; Chateau Builders; The Kaempfer Co.; R.E. Developers; Oliver T. Carr Co.; R.E. Developers. It lost: Meritor Savings Bank; Frenchman's Reef Resort.

Billings breakdown by media: Newspapers 20%, magazines 20%, radio 10%, spot tv 10%, point of sale 5%, direct mail 10%, direct response newspapers 15%, direct response magazines 10%.

Top execs: Harant Soghigian, chmn; Sarah A. Macuga, president; John Tyers, Michele Biden, Jim Higgins, vps. Employees: 24 in 2 offices.

Phone: (202) 337-5151. ☑

Sommer Inc., Englewood, N.J., reported gross income of $1,756,000 in 1986 on billings of $11,703,000. In 1985, it reported gross income of $1,600,000 on billings of $10,663,650.

The agency's 1986 U.S. volume consisted of $5,829,000 in media, $2,392,000 in materials and services and $3,482,000 in capitalized fees. Its 1985 U.S. volume consisted of $5,147,000 in media, $2,215,000 in materials and services and $3,301,650 in capitalized fees.

Included in the agencies figures were returns from subsidiaries:

- Sommer Public Relations
- Sommer Market Research

In 1986, the agency gained: Bogen; Windsor & Newton; Nitech; Brother, typewriter div. It lost: T&B Ansley.

Billings breakdown by media: newspapers 9%, magazines 87%, spot tv 2%, outdoor 2%.

Top execs: Bernard Sommer, president; William Brennan, vp. Employees: 25.

Phone: (201) 568-3838. ☑

Spangler/Fischer Advertising, Minneapolis, had estimated gross income of $946,700 in 1986 on billings of $6,150,900. In 1985, it had estimated gross income of $675,800 on billings of $4,359,600.

The agency's 1986 U.S. volume consisted of $2,150,500 in media, $920,200 in materials and services and $3,080,200 in capitalized fees. Its 1985 U.S. volume consisted of $1,632,500 in media, $832,800 in materials and services and $1,894,300 in capitalized fees.

In 1986, the agency gained: F. Domen Co., Better Way Drug; Waconia Ridgeview Hospital; Cabinetree; Freehold American Title of Minnesota; CAN-AM Development, financial svcs; Minnesota Department of Health; MCP, publisher; Marceau Sports, ski wear mfr; Institute of Cosmetic Surgery & Hair Transplants. It lost: Sugar Hills and Lodge; Northstar Pizza; Cabinetree.

Billings breakdown by media: Newspapers 15%, magazines 2%, supplements 40%, spot tv 20%, outdoor 5%, point of sale 5%.

Top exec: Phil Fischer, president. Employees: 12.

Phone:(612) 339-0549. ☑

Neal Spelce Communications, Austin, Texas, reported gross income of $965,442 in 1986 on billings of $6,492,706. In 1985, it reported gross income of $1,270,798 on billings of $8,674,675.

The agency's 1986 U.S. volume consisted of $1,331,094 in media, $451,905 in materials and services and $4,709,707 in capitalized fees. Its 1985 U.S. volume consisted of $2,277,558 in media, $1,476,865 in materials and services and $4,920,252 in capitalized fees.

The agency did not report any accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 24.4%, magazines 46.2%, radio 3.2%, spot tv 21.9%, outdoor 4.3%,.

Top execs: Neal L. Spelce, chmn; William Bennett Spelce, vice chmn. Employees: 21.

Phone: (512) 476-4644.

Spencer Bennett Nowak, Seekonk, Mass., reported gross income of $2,463,000 in 1986 on billings of $16,222,000. In 1985, it reported gross income of $2,450,000 on billings of $16,543,000.

The agency's 1986 U.S. volume consisted of $2,575,000 in media, $2,461,000 in materials and services and $11,186,000 in capitalized fees. Its 1985 U.S. volume consisted of $3,274,000 in media, $2,644,000 in materials and services and $10,625,000 in capitalized fees.

Included in the agency's figures were returns from subsidiaries:

- SBN-Public Relations
- SBN-Marketing

In 1986, the agency gained: Augat Interconnection Componets div; Image Management Systems; Monsanto Plastics; Advanced Technology; Royal Electric; JP Stevens; Grinnell Corp. Supply Sales. It lost: Worcester Controls; Victor Electric.

The agency did not break out billings by media.

Top execs: Sheldon D. Spencer, chmn; Edward G. Nowak Jr., president-ceo; Richard E. Donnelly, exec vp; Glenn M. Spencer, sr vp. Employees: 38.

Phone: (617) 336-5801.

Franklin Spier Inc., New York, a subsidiary of Omnicom Group, reported a gross income of $3,431,000 in 1986 on billings of $22,885,000. In 1985, it reported gross income of $3,030,000 on billings of $20,210,000.

The agency's 1986 U.S. volume consisted of $15,928,000 in media, $2,710,000 in materials and services and $4,247,000 in capitalized fees. Its 1985 U.S. volume consisted of $13,209,000 in media, $2,452,000 in materials and services and $4,549,000 in capitalized fees.

Included in the agency's figures were returns from Spier/BBDO, a division of Franklin Spier, Inc. Their offices are shared.

In 1986, Franklin Spier gained: Bantam Books; Weidenfeld & Nicolson; Grove Press; Checkerboard Press, Macmillan; Sequoia Press. Spier/BBDO gained: "Beehive," an Off-Broadway production; "Fences," a Broadway production. It lost: None.

Billings breakdown by media: Newspapers 45%, magazines 28.8%, radio 7%, spot tv 3%, cable tv 1%, outdoor 2.1%, business papers 5%, transit 2%, point of sale 1%, direct mail 2%, direct response newspapers 1%, direct response magazines 2.1%.

Top execs: Franklin Spier—Alix Nelson, president-ceo; David Cathers, exec vp, dir-client svcs; Robert Adler, sr vp-finance & admin; Dorsey Gray, sr vp, mgmt super; Robert Grekin, sr vp, dir print & broadcast production; Philip Cimo, sr vp, exec art dir; Ken Atkatz, vp, assoc creative dir; Lou D'Angelo, vp-copy; Erin McHugh, vp, assoc creative dir; Rhonda Hall, vp, acct exec; Phil Mendelson, vp, print production mgr; Helen Strauss, media dir. Spier/BBDO—Tom Wells, president; George Grant, vp,acct mgr, creative super; Lee Tannen, creative dir. Employees: 46.

Phone: (212) 679-4441. ☑

Spiro & Associates, Philadelphia, reported gross income of $6,858,000 in 1986 on billings of $55,278,000. In 1985, it reported gross income of $6,470,000 on billings of $52,516,000.

The agency's 1986 U.S. volume consisted of $19,242,000 in media, $5,820,000 in materials and services and $30,216,000 in capitalized fees. Its 1985 U.S. volume consisted of $16,534,560 in media, $5,795,440 in materials and services and $30,186,000 in capitalized fees.

In 1986, the agency gained: Strawbridge & Clothier, Clover div; Blue Cross of Greater Philadelphia; Paramount Pictures Corp.; Dorsey Corp.; Universal Health Services. It lost: Deer Valley Resort; Star States Mortgage; Morgard Home Protection Insurance; Kiesling Hess Finishing Co; Grossinger's Hotel & Country Club.

Billings breakdown by media: Newspapers 22.3%, magazines 12.3%, radio 24.5%, spot tv 25.2%, outdoor 1.1%, business papers 5.7%, yellow pages 3.3%, direct mail 5.6%.

Top execs: Walter A. Spiro, chmn, ceo; Harry A. Egbert, vice chmn; Norman R. Tissian, president; Nelson M. Fellman Jr., Gerald D. Oakes, exec vps; Timothy S. Denison, Gordon G. Lawrence, H. Robert Lesnick, Bernice Slosberg, Herbert Smith, Robert L. Wolf, sr vps; Charles Bofinger, asst to chmn. Employees: 116.

Phone: (215) 923-5400.

Starmark, Chicago, reported gross income of $3,025,700 in 1986 on billings of $17,442,162. In 1985, it reported gross income of $2,750,300 on billings of $16,407,631.

The agency's 1986 U.S. volume consisted of $5,269,000 in media, $1,976,400 in materials and services and $10,196,762 in capitalized fees. Its 1985 U.S. volume consisted of $4,875,000 in media, $1,932,500 in materials and services and $9,600,131 in capitalized fees.

Figures include those of offices in Chicago, Denver and Brookfield, Wis., and subsidiaries:

- Adfacts
- Starmark Photography
- Starmark Public Relations

In 1986, the agency gained: GATX; Spacesaver Corp.; Pansophic Applications Software; Square D Co., Automated Products div. It lost no accounts.

Billings breakdown by media: Newspapers 5.2%, magazines 29.7%, supplements 1.4%, radio 3.2%, spot tv 6.2%, outdoor 1.5%, business papers 23.1%, transit adv 0.8%, point of sale 2.6%, Yellow Pages 2.3%, direct mail 12.1%, catalogs 2%, direct response newspapers 3%, direct response magazines 2%, telemarketing 1.9%, free-standing inserts 3%.

Top execs: Dan L. Estes, ceo-creative dir; Peggy Nordeen, president; Matthew P. Geyer, partner, vp, acct svcs-Chicago; Dennis J. Faltis, vp, acct svcs-Milwaukee; Sue Ann Hoover, vp, acct svcs-Denver; Charles R. Huttinger, cfo. Employees: 39 in 3 offices.

Phone: (312) 564-8860.

Stephan & Brady, Madison, Wis., reported gross income of $2,229,671 in 1986 on billings of $17,010,052. In 1985, it reported gross income of $2,161,069 on billings of $16,628,470.

The agency's 1986 U.S. volume consisted of $4,204,630 in media, $1,601,723 in materials and services and $11,203,699 in capitalized fees. Its 1985 U.S. volume consisted of $4,260,572 in media, $1,506,430 in materials and services and $10,861,468 in capitalized fees.

In 1986, the agency gained: Wisconsin Milk Marketing Board, foodservice; Oscar Mayer & Co, foodservice div prods; Speed Queen, on-premise laundry. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 12%, magazines 15%, medical journals 1.5%, supplements 1%, radio 5%, spot tv 14%, outdoor 0.6%, business papers 24%, farm publications 2.4%, point of sale 4%, yellow pages 0.1%, direct mail 11%, catalogs and collateral 9.4%.

Top execs: Hugh Brady, chmn, ceo; Jack Ragel, president, coo; Frank Fueger, sr vp. Employees: 41.

Phone: (608) 241-4141.

Stern/Monroe Advertising, Dallas, reported gross income of $4,965,000 in 1986 on billings of $33,100,000. In 1985, it reported gross income of $4,710,000 on billings of $31,400,000.

The agency did not break out billings.

In 1986, the agency gained: Republic Health Corp; Wealth Planning Resource Center.

The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 16.6%, magazines 25.4%, radio 19%, network tv 20%, spot tv 14.5%, cable tv 0.9%, outdoor 0.6%, business papers 2.7%, point of sale 0.3%.

Top execs: Lawrence N. Stern, president; Jim Hradecky, creative dir; Lee Andrews, Michael Gallant, mgmt supers; Tom Bolger, media dir. Employees: 51.

Phone: (214) 871-7171. ☑

Stern Walters/Earle Ludgin, Chicago, part of the Bates Worldwide network bought by Saatchi & Saatchi in mid-1986, reported gross income of $3,606,566 in 1986 on billings of $25,711,566. In 1985, it reported gross income of $3,834,862 on billings of $30,709,101.

The agency's 1986 U.S. volume consisted of $11,465,694 in media, $3,628,633 in materials and services and $10,617,239 in capitalized fees. Its 1985 U.S. volume consisted of $14,919,048 in media, $3,237,213 in materials and services and $12,552,840 in capitalized fees.

In 1986, the agency gained: Baskin-Robbins; Creamland Dairies. It lost: Blue Cross/Blue Shield Assn. of Ill.; Mrs. Grass; Sears, Roebuck & Co., catalogue, contract sales.

Billings breakdown by media: Newspapers 6.3%, magazines 9.7%, radio 13.8%, network tv 7.7%, spot tv 58.9%, outdoor 0.4%, business papers 3.2%.

Top execs: William Quigley, Jr., chmn, ceo; Eileen Healy, exec vp-finance and admin; Maryanne Friend, William Thomas, sr vp, mgmt rep; Kathleen Harrington, sr vp, creative dir; Don Kaminky, vp, media dir; Warren Menaker, sr vp-new prod devel. Employees: 58.

Phone: (312) 642-4990.

Stiegler Wells & Brunswick, Bethlehem, Pa., reported gross income of $1,962,000 in 1986 on billings of $13,099,343. In 1985, it reported gross income of $1,880,000 on billings of $9,646,853.

The agency's 1986 U.S. volume consisted of $2,643,662 in media, $1,518,501 in materials and services and $8,937,180 in capitalized fees. Its 1985 U.S. volume consisted of $1,528,373 in media, $1,267,664 in materials and services and $6,858,816 in capitalized fees.

In 1986, the agency gained: Remstar International; Pocono Hospital; Just Born; Stainless, Inc.; Micro Specialties; Binney & Smith International; Instrument Specialty Systems. It lost: Interspec; Beneficial National Bank; Cybotech; Farmers Bank; Philips Electronics Instruments; Electro Space Fabricators.

Billings breakdown by media: Newspapers 16.9%, magazines 54.5%, radio 11.7%, spot tv 5.2%, outdoor 1.3%, point of sale 2.6%, direct mail 7.8%.

Top execs: Ernie G. Stiegler, chmn; Daniel C. Wells, president; Paul E. Brunswick, Ernie R. Stiegler, exec vps. Employees: 36.

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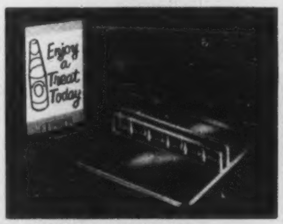

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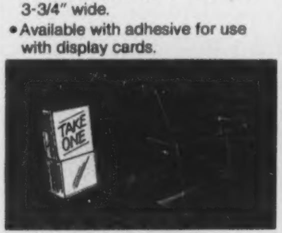

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Stogel Cos., New York, had estimated gross income of $2,530,000 in 1986 on billings of $16,245,780. In 1985, it had estimated gross income of $2,400,000 on billings of $15,097,439.

The agency's 1986 U.S. volume consisted of $11,007,600 in media, $3,462,535 in materials and services and $1,775,645 in capitalized fees. Its 1985 U.S. volume consisted of $10,069,802 in media, $3,177,637 in materials and services and $1,850,000 in capitalized fees.

In 1986, the agency gained: Peppertree Commons; Westchester County Civil Services. It lost: None.

Billings breakdown by media: Newspapers 7.6%, magazines 61%, radio 4.4%, network tv 2.2%, spot tv 13.1%, outdoor 2.2%, point of sale 5.1%, direct mail 2.2%, catalogs 2.2%.

Top exec: Philip Stogel, president. Employees: 42.

Phone: (212) 302-5500.

Stone, August & Co., Birmingham, Mich., reported gross income of $2,840,800 in 1986 on billings of $18,400,046. In 1985, it reported gross income of $2,710,000 on billings of $17,800,089.

The agency's 1986 U.S. volume consisted of $8,940,768 in media, $2,483,025 in materials and services and $6,976,253 in capitalized fees. Its 1985 U.S. volume consisted of $8,743,717 in media, $2,346,932 in materials and services and $6,709,440 in capitalized fees.

In 1986, the agency gained: Weight Watchers of Baltimore and North Carolina; Weight Watchers Resorts & Spas; Pulte Homes; Sensible Software; Polar Molecular Corp.; Lionel Trains. It lost: Franks Nursery; Health Alliance Plan, Weight Watchers of Erie (Pa.) and of Syracuse (N.Y.).

Billings breakdown by media: Newspapers 11%, magazines 1%, radio 13.3%, spot tv 74.5%, yellow pages 0.2%.

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Top execs: Ronald Stone, chmn; James August, president; William C. Ford, exec vp, creative dir; Sandra Grossman, treasurer; Richard Saybaugh, sr vp, dir pr; Harry Goldberg, sr vp; Pat Pearce-Martin, vp, media dir. Employees: 40.

Phone: (313) 646-9200.

Stone & Simons Advertising, Southfield, Mich., reported gross income of $4,738,745 in 1986 on billings of $29,678,665. In 1985, it reported gross income of $4,036,545 on billings of $24,390,000.

The agency's 1986 U.S. volume consisted of $21,301,079 in media, $2,976,680 in materials and services and $5,400,906 in capitalized fees. Its 1985 U.S. volume consisted of $16,310,890 in media, $3,688,416 in materials and services and $4,390,694 in capitalized fees.

In 1986, the agency gained: Mrs. Filbert's Brand, Lever Brothers U.S.; Horizon Health Systems, Hospitals and Allied Services, Detroit; Suburban Newspapers/Observer & Eccentric Newspapers. It lost: WWJ/WJOI am, fm radio, Detroit.

Billings breakdown by media: Newspapers 9.8%, magazines 8.8%, radio 18.1%, network tv 21.6%, spot tv 18.4%, cable tv 0.8%, outdoor 1.1%, business papers 3%, transit 1%, point of sale 0.5%, yellow pages 0.5%, direct mail 6.2%, catalogs 3.0%, direct response newspapers 3%, direct response magazines 0.5%, free-standing inserts 3.7%.

Top execs: Charles G. Stone, president-ceo; Sarah Martin, treasurer; Christopher Gaffield, Robert Sorock, exec vps-acct svcs; Paul Stevens, exec vp-creative svcs. Employees: 62 in 2 offices.

Phone: (313) 358-4800.

Storey, Berman & Freer, Chicago, reported gross income of $1,195,000 in 1986 on billings of $8,950,000. In 1985, the agency reported gross income of $980,000 on billings of $6,822,000.

The agency's 1986 U.S. volume consisted of $6,110,000 in media, $1,860,000 in materials and services and $980,000 in capitalized fees. Its 1985 U.S. volume consisted of $4,807,000 in media, $1,060,000 in materials and services and $955,000 in capitalized fees.

In 1986, the agency gained: Swiss Bernina. It did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 20%, magazines 25%, radio 20%, spot tv 5%, business papers 25%, direct mail 5%.

Top execs: Jane C. Storey, Robert A Berman, William B. Freer, dirs. Employees: 16.

Phone: (312) 280-8900.

Sturm Communications, Chicago, reported gross income of $1,593,400 in 1986 on billings of $11,436,400. In 1985, the agency reported gross income of $1,398,100 on billings of $9,435,100.

The agency's 1986 U.S. volume consisted of $1,347,500 in media, $1,255,800 in materials and services and $8,833,100 in capitalized fees. Its 1985 U.S. volume consisted of $628,200 in media, $919,600 in materials and services and $7,888,300 in capitalized fees.

Not included in the agency's figures were returns from subsidiary, Health Communications, video publishing.

In 1986, the agency gained: Ames Division, Miles Labs, Clinistat; Holmes Regional Medical Center; Lakeland Regional Medical Center; Pro-Health Illinois HMO; VHA, Florida. It lost: Compass Health Care; United Health Services.

Billings breakdown by media: Newspapers 25%, magazines 10%, radio 20%, spot tv 25%, point of sale 5%, direct mail 15%.

Top execs: Arthur C. Sturm Jr., president, exec creative dir; David C. Loveland, vp, dir-acct svcs; Steven R. Braver, vp, treasurer. Employees: 30.

Phone: (312) 943-1881. ☑

Sullivan & Findsen Advertising, Cincinnati, reported gross income of $468,800 in 1986 on billings of $3,949,482. In 1985, it reported gross income of $327,435 on billings of $2,417,361.

The agency's 1986 U.S. volume consisted of $600,186 in media, $616,730 in materials and services and $2,732,566 in capitalized fees. Its 1985 U.S. volume was $514,168 in media, $246,098 in materials and services and $1,657,095 in capitalized fees.

In 1986, the agency gained: Clark, Schaeffer & Hackett, accounting firm; Dandridge Murdaugh, businessman; *Cincinnati Business Courier*, newspaper; Linclay Corp, property mgmt; American Village, retirement community; Wilmington College; New England Club, retirement community; Clifton Shirt; Showtime; Communicare, retirement commmunity. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 13.4%, magazines 1.2%, radio 16.7%, network tv 38.6%, outdoor 10.9%, yellow pages 18.9%, direct mail 0.3%.

Top execs: Kirby Sullivan, president; Shirley Findsen, vp. Employees: 11.

Phone: (513) 281-2700. ☑

Sullivan, Higdon & Sink, Wichita, Kan., reported gross income of $2,036,633 in 1986 on billings of $17,416,751. In 1985, it reported gross income of $2,398,018 on billings of $18,992,064.

The agency's 1986 U.S. volume consisted of $3,845,013 in media, $2,787,402 in materials and services and $10,784,336 in capitalized fees. Its 1985 U.S. volume consisted of $3,774,022 in media, $2,403,585 in materials and services and $12,814,457 in capitalized fees.

In 1986, the agency gained: ATM/CPT, distributor of word processing hard/software; Charter Hospital, mental health facility; Coleman Co., outing prods; Kansas Hospital Assn.; Kansas State Bank & Trust; Mid-American Restaurant Systems; Wichita Hilton Inn East. It lost: Boulevard State Bank; Universal Motor Oils; W.W. Grinder, mfr of shredders and grinders.

Billings breakdown by media: Newspapers 2.8%, magazines 4.9%, radio 0.6%, spot tv 11.2%, outdoor 0.3%, business papers 77.4%, farm publications 2.8%.

Top execs: Exec committee members-Wendell R. Sullivan, Allan K. Higdon, B. Vaughn Sink. Employees: 38.

Phone: (316) 263-0124. ☑

Summit Advertising, Norfolk, Va., reported gross income of $402,638 in 1986 on billings of $2,513,365. In 1985, it reported gross income of $494,620 on billings of $3,119,580.

The agency's 1986 U.S. volume consisted of $1,142,768 in media, $204,901 in materials and services and $1,165,696 in capitalized fees. Its 1985 U.S. volume consisted of $712,398 in media, $368,830 in materials and services and $2,038,352 in capitalized fees.

In 1986, the agency gained: Larasan Realty; People's Bank of Virginia Beach; Radisson Hotel Hampton. It lost: None.

Billings breakdown by media: Newspapers 24%, magazines 10%, supplements 2%, radio 10%, spot tv 34%, outdoor 15%, direct mail 5%.

Top execs: Harry E. Padgett, chmn; J. Edward Watson, president; Roger W. Clark, Michael C. Lambert, Cathy W. Jones, vps. Employees: 13.

Phone: (804) 625-1677. ☑

Sutton Communications, New York, reported gross income of $2,000,000, of which $200,000 was non-U.S. contributions, in 1986 on billings of $18,000,000. In 1985, it reported gross income of $1,500,000, of which $200,000 was in non-U.S. contributions, on billings of $14,000,000.

The agency's 1986 U.S. volume of $16,300,000 consisted of $1,500,000 in media, $1,500,000 in materials and services and $13,300,000 in capitalized fees. Its 1985 U.S. volume of $12,500,000 consisted of $1,500,000 in media, $1,000,000 in materials and services and $10,000,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Infocus, special projects, consulting.

Included in the agency's figures were returns from its office in Northbrook, Ill.

In 1986, the agency gained: Abbokinas, Abbott Laboratories; Abbott Diagnostics, additional assignments; Becton Dickinson Labware, Pimaria; MLG Labs; Winthrop Consumer Products; Becton Dickinson Infusion Systems; DuPont Critical Care, Olympus.

Overseas accounts gained: Colprone, Premarin Ayerst International Projects; Searle Worldwide, Aldactone, Aldactazide.

Billings breakdown by media: Medical journals, 61.5% and direct mail 38.5%.

Top execs: Glenn DeSimone, president; Norton Bramesco, exec vp; Steve Spittel, sr vp; Stan Dornfest, Kinton Hall, Nancy Larsen, vps; Roy Weidemann, genl mgr, Infocus. Employees: 35.

Phone: (212) 682-7090. ☑

Taube-Violante, Norwalk, Conn., reported gross income of $138,735 in 1986 on billings of $574,057. The agency did not report for 1985.

Top exec: George S. Taube, president, creative dir.

Phone: (203) 838-5587. ☑

TCI Advertising, Stamford, Conn., reported gross income of $1,263,277 in 1986 on billings of $9,504,665. In 1985, it reported gross income of $1,209,615 on billings of $9,330,274.

The agency's 1986 U.S. volume consisted of $2,225,342 in media, $730,477 in materials and services and $6,548,846 in capitalized fees. Its 1985 U.S. volume consisted of $2,569,133 in media, $931,388 in materials and services and $5,829,753 in capitalized fees.

In 1986, the agency gained: NEC America, communications; CGI, software; CMP Publications; EnMasse Computer Corp. It lost: Printdata.

Billings breakdown by media: Newspapers 15%, magazines 25%, supplements 7%, radio 2%, business papers 40%, point of sale 5%, yellow pages 1%, direct mail 5%.

Top execs: Michael F. Murphy, president; William P. Kennedy, exec vp, creative dir; Jack Wilimott, vp. Employees: 22.

Phone: (203) 327-9900. ☑

G. Temple Associates Ltd., Southfield, Mich., reported gross income of $1,510,000 in 1986 on billings of $6,411,000. In 1985, it reported gross income of $1,347,000 on billings of $5,776,000.

The agency's 1986 U.S. volume consisted of $801,000 in media, $634,000 in materials and services and $4,976,000 in capitalized fees. Its 1985 U.S. volume consisted of $564,000 in media, $770,000 in materials and services and $4,442,000 in capitalized fees.

Included in the agency's figures were returns from subsidiary, Wide Angle Productions, films.

In 1986, the agency gained: Phillips Service Industries; Allen Automated Systems div, Allen Group. It lost: None.

Billings breakdown by media: Magazines 75%, direct mail 25%.

Top execs: Gerald L. Temple, president; Eric C. Doherty, treasurer. Employees: 16.

Phone: (313) 353-9750. ☑

Tepe, Hensler & Westerkamp, Cincinnati, reported gross income of $1,128,400 in 1986 on billings of $8,313,700. In 1985, it reported gross income of $827,100 on billings of $6,122,600.

The agency's 1986 U.S. volume consisted of $3,019,000 in media, $755,100 in materials and services and $4,539,600 in capitalized fees. Its 1985 U.S. volume consisted of $2,358,200 in media, $729,500 in materials and services and $3,034,900 in capitalized fees.

In 1986, the agency gained: Corporex, commercial real estate devel; Commonwealth Hilton; Precision Lens Crafters. The agency did not report accounts lost in 1986.

Billings breakdown by media: Newspapers 9%, magazines 16%, radio 22%, spot tv 5%, outdoor 1%, business papers 28%, direct mail 1%, catalogs 15%, other 3%.

Top exec: John Tepe, president. Employees: 20.

Phone:(513) 241-0100. ☑

Townsend Agency, Ltd., Arlington Heights, Ill., reported gross income of $1,922,399 in 1986 on billings of $10,548,119. In 1985, it reported gross income of $1,046,364 on billings of $6,450,517.

The agency's 1986 U.S. volume consisted of $163,636 in media, $1,769,798 in materials and services and $8,614,685 in capitalized fees. Its 1985 U.S. volume consisted of $63,960 in media, $571,017 in materials and services and $5,815,540 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Direct mail 97.9%, catalogs 0.5%, direct response magazines 1.6%.

Top execs: Philip Walkenshaw, president; Gary Tillory, vp. Employees: 23.

Phone: (312) 981-9010. ☑

Tri-State Advertising, Warsaw, Ind., reported gross income of $757,044 in 1986 on billings of $5,445,100. In 1985, it reported gross income of $679,360 on billings of $4,529,074.

The agency's 1986 U.S. volume consisted of $2,443,476 in media, $784,039 in materials and services and $2,217,585 in capitalized fees. Its 1985 U.S. volume consisted of $2,178,372 in media, $788,524 in materials and services and $1,562,177 in capitalized fees.

In 1986, the agency gained: Partner Industrial Products, cut-off saws; Pioneer Partner, chain saws; Euroclean, asbestos removal vacuum cleaners; Voris Seeds; Whallon Machinery, palletizing equipment, material handling equipment. It lost: Da-Lite Screen Co., projection screens; Eagle Iron Works, sand & gravel processing equipment.

Billings breakdown by media: Newspapers 3.6%, magazines 2.6%, business papers 51.4%, farm publications 5.5%, yellow pages 1.4%, direct mail 8%, catalogs 27.5%.

Top execs: William L. Kreicker, president; E. Tweed Robinson, sr vp. Employees: 16.

Phone: (219) 267-5178. ☑

Tycer Fultz Bellac, Ltd., Palo Alto, Calif., reported gross income of $4,394,079 in 1986 on billings of $37,874,446. In 1985, it reported gross income of $3,699,197 on billings of $31,614,615.

The agency's 1986 U.S. volume consisted of $6,758,479 in media, $1,807,460 in materials and services and $29,308,507 in capitalized fees. Its 1985 U.S. volume consisted of $5,781,543 in media, $1,170,526 in materials and services and $24,772,546 in capitalized fees.

In 1986, the agency gained: Leasametric; Viasoft; San Jose Airport; Adept Technology; Outlook Technology; Applied Microsystems; Emerald Technology; Family Life; Lawrence Medical. It lost: Digital Research; CXI; Sophia Computer; Qualogy; Ask Computer; XCI; Xidex.

Billings breakdown by media: Newspapers 0.8%, magazines 16.9%, spot tv 0.02%, cable tv 0.009%, outdoor 0.07%, other 82.201%.

Top execs: Robert D. Fultz, president; Daniel W. Bellack, principal; Peter C. Horan, president-TFB/Davis. Employees: 60 in 2 offices.

Phone: (415) 856-1600. ☑

Unger Associates, Atlanta, had estimated gross income of $1,646,000 in 1986 and $1,605,037 in 1985 on billings of $10,700,250 for both years.

The agency's 1986 and 1985 U.S. volume consisted of $8,666,125 in media, $1,533,875 in materials and services and $500,250 in capitalized fees.

The agency did not report accounts gained or lost in 1986.

Billings breakdown by media: Newspapers 35%, magazines 3%, radio 35%, spot tv 5%, cable tv 4%, outdoor 1%, business papers 12%, point of sale 1%, direct mail 4%.

Top execs: Robert M. Unger, president; Kathryn Unger, sr vp; Mark Havard, director-operations, Washington D.C. Employees: 25 in 2 offices.

Phone: (404) 892-1555.

Valentine-Radford, Kansas City, reported gross income of $9,947,536 in 1986 on billings of $70,792,812. In 1985, it reported gross income of $8,519,007 on billings of $59,659,148.

The agency's 1986 U.S. volume consisted of $28,451,713 in media, $11,675,427 in materials and services and $30,665,672 in capitalized fees. Its 1985 U.S. volume consisted of $24,226,277 in media, $11,072,650 in materials and services and $24,360,221 in capitalized fees.

In 1986, the agency gained: Missouri Lottery, On-Line Games; Directories America; Hallmark; Mobay Specialty Chemicals; Pizza Hut Delivery; Ralston-Purina, Protein Technology. It lost: OMC-Lincoln, lawn, turf care equipment; Crown Center Redevelopment Corp.

Billings breakdown by media: Newspapers 15.1%, magazines 7.8%,supplements 2%, radio 13%, network tv 1%, spot tv 24.7%, cable tv 1%, outdoor 2%, farm publications 25%, point of sale 0.7%, yellow pages 7.1%, direct mail 0.6%.

Top execs: Robert A. Brooks Jr., president; George W. Hawley, chmn; Robert C. Lang, exec vp; Rowena L. Langford, Charles L. Curtis, sr vps. Employees: 152 in 2 offices.

Phone: (816) 842-5021 ☑

Van Brunt & Co. Advertising & Marketing, New York, reported gross income of $2,900,000, of which $400,000 was in non-U.S. contributions, in 1986 on billings of $27,036,800. In 1985, the agency reported gross income of $3,020,000, of which $420,000 was in non-U.S. contributions, on billings of $27,643,000.

The agency's 1986 U.S. volume of $19,936,800 consisted of $11,000,000 in media, $2,000,000 in materials and services and $6,936,800 in capitalized fees. Its 1985 U.S. volume of $20,143,000 consisted of $11,073,000 in media, $2,067,000 in materials and services and $7,003,500 in capitalized fees.

Included in the agencies figures were returns from subsidiaries:

- Van Brunt/Mahta, travel mktg
- Van Brunt/Schaffer, pr

In 1986, the agency gained: El Al Israel Airlines; U.S. Baseball, commissioner's office; *ABA Banking Journal*, Simmons Boardman; Polimeni Enterprises, property development; Aventuras/Akumal, resort devel; North American Fashions, Rigolletto Sportswear; Moroci Inc., apparel. It lost: *Science Digest*, Hearst Corp.; Jacques Moret, bodywear.

Billings breakdown by media: Newspapers 20%, magazines 24%, radio 19%, spot tv 12%, business papers 12%, transit 2%, direct mail 11%.

Top execs: Edwin Van Brunt, chmn; Albert Van Brunt, president; Arlene Jaffe, creative dir; Thomas Breckenridge, media dir; William D. Buckley, dir-broadcasting; Peter F. Mahta, president-travel, mktg, mgmt div; Philip Growick, Burton Zelner, sr vps, acct group supers; Frank A. Caporaso, controller; Dot Smith, corp secretary; John Krasina, mgr-production, traffic; Al Kaplan, president-Cannon adv div; Barbara Kaplan, vp-Cannon adv div. Employees: 40 in 1 U.S. office.

Phone: (212) 949-1300.

VanSant, Dugdale & Co., Baltimore, reported gross income of $4,083,713 in 1986 on billings of $27,224,753. In 1985, it reported gross income of $4,559,450 on billings of $30,396,334.

The agency's 1986 U.S. volume consisted of $20,234,627 in media, $3,969,713 in materials and services and $3,020,413 in capitalized fees. Its 1985 U.S. volume consisted of $23,273,087 in media, $3,572,080 in materials and services and $3,551,167 in capitalized fees.

In 1986, the agency gained: Lightnet; Jiffy Lube Baltimore Co-op.; Martin Marietta Data Systems; Capital Blue Cross, Pa.

It lost: General Business Services, to in house; Metrophone; Virginia Chemicals.

Billings breakdown by media: Newspapers 12%, magazines 14%, radio 6%, network tv 34%, spot tv 13%, outdoor 1%, business papers 20%.

Top execs: Kenneth E. Mayhorne, president; Robert G. Duke, exec vp, client svcs dir; Glen M. Bentley, sr vp, creative dir; E. Patrick McDonough, sr vp, finance, admin; J. Stanley Paulus, sr vp, exec creative dir; Sheldon T. Taule, sr vp, media dir; C. Barry Truax, sr vp, acct super; James R. Williams, sr vp-business devel. Employees: 64 in 2 offices.

Phone: (301) 539-5400. ☑

Vicom/FCB, San Francisco, reported gross income of $7,425,000 in 1986 on billings of $51,797,000. In 1985, it reported gross income of $5,350,000 on billings of $50,327,000.

The agency's 1986 U.S. volume consisted of $4,605,000 in media, $9,975,000 in materials and services and $37,217,000 in capitalized fees. Its 1985 U.S. volume consisted of $5,752,000 in media, $8,891,000 in materials and services and $35,684,000 in capitalized fees.

In 1986, the agency gained: Barnes-Hind; Stanford University Hopital; MSD-Prinivil; Syntex-Cyovene; Lifescan; Teledyne, Waterpick; Agfa Gaevert; Clintec; Carnation. It lost: Coopervision Optics; Upjohn, E-Mycin, Cleocint; Forest Labs.

Billings breakdown by media: Medical journals 42.9%, cable tv 7.1%, direct mail 35.7%, telemarketing 14.3%.

Top execs: Robert Buechert, chmn, ceo; Thomas Spooner, president, coo; Reginald Bowes, vice chmn; Charles Mathias, Lester Barnett, exec vps; Lawrence Wolheim, James Pittinos, Thomas Domanico, sr vps. Employees: 92 in 3 offices.

Phone: (415) 391-8700. ☑

John Volk Co., Chicago, reported gross income of $1,451,894 in 1986 on billings of $9,891,906. In 1985, it reported gross income of $1,138,601 on billings of $7,657,629.

The agency's 1986 U.S. volume consisted of $2,719,762 in media, $1,244,121 in materials and services and $5,928,023 in capitalized fees. Its 1985 U.S. volume consisted of $1,926,503 in media, $517,387 in materials and services and $5,213,739 in capitalized fees.

In 1986, the agency gained: Stanley Continental. It lost: Heartland Lysine; Americana Seeds.

Billings breakdown by media: Medical journals 2%, radio 20%, farm publications 78%.

Top execs: John Volk, president; John Larkin, vp-acct super; Tom Wright, vp-assoc creative dir; Mary Kowalczyk, vp-pr; Margaret O'Brien, vp-business mgr. Employees: 21.

Phone: (312) 787-7117. ☑

Waldbillig & Besteman, Madison, Wis., reported gross income of $2,163,300 in 1986 on billings of $15,983,971. In 1985, it reported gross income of $1,921,960 on billings of $15,118,215.

The agency's 1986 U.S. volume consisted of $3,555,150 in media, $1,915,300 in materials and services and $10,513,521 in capitalized fees. Its 1985 U.S. volume consisted of $2,915,200 in media, $1,902,000 in materials and services and $10,301,015 in capitalized fees.

In 1986, the agency gained: Capital Brewing; Community Health Care Council; Heurikon, computer prods design & mfg; Virchow Krause & Co., accounting; Wisconsin Higher Education, student loan guarantee program. It lost: Verex Assurance; Complete Channel Tv.

Billings breakdown by media: Newspapers 11.5%, magazines 5.%, radio 15.4%, spot tv 12.8%, cable tv 1.3%, outdoor 3.9%, business papers 19.2%, farm publications 3.9%, point of sale 10.3%, direct mail 16.7%.

Top execs: William J. Waldbillig, president; Robert H. Besteman, exec vp, creative dir; Michael Knapstein, vp, acct svc dir; Thomas Senatori, vp, art dir; David Genschaw, vp, controller. Employees: 38.

Phone: (608) 238-4767.

Wardrop, Murtaugh, Temple & Frank, Chicago, reported gross income of $1,921,000 in 1986 on billings of $11,300,000. In 1985, it reported gross income of $2,266,000 on billings of $13,400,000.

The agency's 1986 U.S. volume consisted of $6,720,000 in media, $4,480,000 in materials and services and $100,000 in capitalized fees. Its 1985 U.S. volume consisted of $6,800,000 in media, $5,120,000 in materials and services and $1,400,000 in capitalized fees.

In 1986, the agency gained: PACE-Transportation. It did not report any accounts lost.

Billings breakdown by media: Newspapers 20%, magazines 5%, radio 38%, spot tv 27%, business papers 8%, direct mail 2%.

Top execs: John C. Wardrop, president; Philip R. Murtaugh, exec vp; Marvin H. Frank, sr vp; John Temple, vp, creative dir; Robert J. Milhizer, treasurer. Employees: 20.

Phone: (312) 750-9200.

Warner, Bicking & Fenwick, New York, reported gross income of $2,997,833 in 1986 on billings of $19,991,000. In 1985, it reported gross income of $2,845,852 on billings of $18,640,008.

The agency's 1986 U.S. volume consisted of $7,816,470 in media, $1,269,080 in materials and services and $10,905,450 in capitalized fees. Its 1985 U.S. volume consisted of $6,798,680 in media, $1,013,250 in materials and services and $10,828,078 in capitalized fees.

The agency did not consolidate subsidiaries:

- Communications Research
- TRIAD Computer Systems

In 1986, the agency gained: AT&T, special projects; Thomas Regional Directory Co.; *Industrial Equipment* magazine; Wear-ever/Proctor Silex, new prods. It lost: Konica USA; Martin Marietta Data Systems.

Billings breakdown by media: Newspapers 6.7%, magazines 33.3%, radio 6.7%, spot tv 13.3%, business papers 20%, point of sale 6.7%, direct mail 13.3%, sales promo 25%.

Top execs: Jack Warner, chmn; Andrew Morris, president; John F. Bicking, treasurer; Michael Buri, vp-acct svcs; Nancy Foster, vp-creative dir. Employees: 26.

Phone: (212) 759-7900.

Warren/Kremer Advertising, New York, reported gross income of $4,020,650 in 1986 on billings of $27,270,000. In 1985, it reported gross income of $3,374,265 on billings of $23,985,000.

The agency did not break out billings.

In 1986, the agency gained: Inter-Continental, Hilton Head, S.C., Miami, San Diego, Calif.; Grand Bay, New York, Fla.; Four Seasons, New York, Boston, Washington, Philadelphia; Marriott Park Ridge. It lost: Americana Hotels, *Brides* magazine, Treadway Inns & Resorts; Rank Hotels U.K.

Billings breakdown by media: Newspapers 28.1%, magazines 34.1%, radio 4.8%, network tv 1.1%, outdoor 2.9%,

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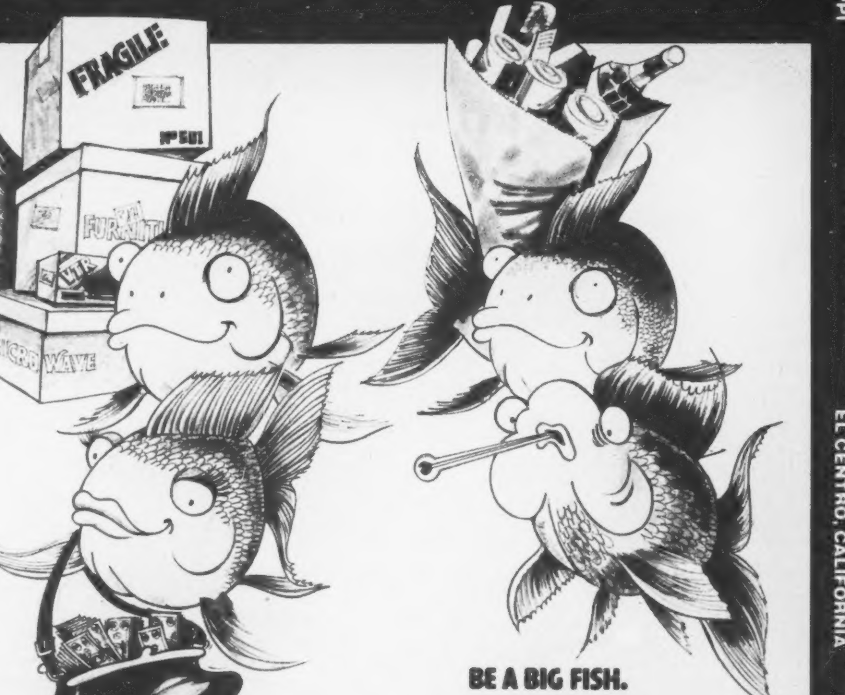

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TRAVERSE CITY-CADILLAC CHEBOYGAN, MICHIGAN

business papers 16.1%, transit 1.1%, point of sale, 4.8%, direct mail 7%.

Top execs: Peter Warren, president; John H. Pollok, exec vp; A.J. Kremer, Sydney J. Cohn, sr vps; Jane Nielsen, Ira Goldberg, Olive McShane, vps. Employees: 56.

Phone: (212) 686-2914. ☑

S.J. Weinstein Associates, New York, reported gross income of $2,022,000 in 1986 on billings of $14,532,000. In 1985, it reported gross income of $1,991,000 on billings of $14,264,000. All figures are for fiscal year ending Sept. 30 for both years.

The agency's 1986 U.S. volume consisted of $1,045,000 in media, and $13,487,000 in capitalized fees. Its 1985 U.S. volume consisted of $984,000 in media, and $13,280,00 in capitalized fees.

In 1986, the agency gained: Choice-Care, HMO; Hospal Medical Corp; Pfizer, Inc, Leeming and Pacquin divs, new prods. Overseas, the agency gained no new accounts, but lost Farmitalia Carlo Erba, Sermion, Minidiab, Kelfippim, Tolmicen.

Billings breakdown by media: Medical journals 7.2%, radio 0.4%, point of sale 76.6%, direct mail 13.8%, telemarketing 2%.

Top execs: Stephen J. Weinstein, president; Mel H. Getzoff, Barry R. Frankel, exec vps; Richard C. Siegel, sr vp. Employees: 21.

Phone: (212) 206-0222. ☑

Wettstein/Bolchaik Advertising & Public Relations, Tucson, Ariz., reported gross income of $1,297,175 in 1986 on billings of $8,458,589. In 1985, it reported gross income of $1,021,950 on billings of $6,833,320.

The agency's 1986 U.S. volume consisted of $3,544,282 in media, $731,110 in materials and services and $4,183,197 in capitalized fees. Its 1985 U.S. volume consisted of $2,359,025 in media, $589,100 in materials and services and $3,885,195 in capitalized fees. Included in the agency's figures were returns from its branch office in Phoenix, and subsidiary, Public Relations Dept.

In 1986, the agency gained: Allen & Philip Architect, Inc., Pensus Group, Keramont Advanced Ceramics Product Corp., McCaw Cablevision, Infincom Tucson Corp., Pima Assn. of Governments Rideshare, Information Systems Consultants, Camelview/A Radisson Resort, HNC, Inc. It lost: Metropolitan Tucson Convention & Visitors Bureau, K-Tron, Scale Division, Transform Logic Corp.

Billings breakdown by media: Newspapers 56%, magazines 2.7%, radio 25%, spot tv 9.4%, outdoor 3.3%, business papers 3.4%.

Top execs: Earl R. Wettstein, chmn; Michael T. Bolchaik, president-ceo; Berkley Cooke, managing partner-Phoenix. Employees: 35 in 2 offices.

Phone: (602) 745-8221. ☑

White, Good & Co., Lebanon, Pa., reported gross income of $526,320 in 1986 on billings of $3,450,332. In 1985, it reported gross income of $488,451 on billings of $3,054,968.

The agency's 1986 U.S. volume consisted of $857,580 in media, $294,898 in materials and services and $2,297,854 in capitalized fees. Its 1985 U.S. volume was $999,552 in media, $325,555 in materials and services and $1,729,861 in capitalized fees.

In 1986, the agency gained: Star States Mortgage Co, commercial mortgages; Carlisle Hospital; Cornwall Manor, retirement community; Microdata, computer svcs; Lebanon County Industrial Development Corp. It lost: None.

Billings breakdown by media: Newspapers 35%, magazines 12%, radio 11.5%, spot tv 20.9%, outdoor 5.9%, business papers 4%, point of sale 4%, direct mail 4%, catalogs 2.7%.

Top execs: Robert F. Good, president; Ann S. White, exec vp; Jeffrey Miller, Benjamin Neideigh, vps, co-creative dirs; Wanda Martin, vp, media dir. Employees: 11.

Phone: (717) 274-8301. ☑

Winius-Brandon Advertising, Bellaire, Texas, reported gross income of $3,336,876 in 1986 on billings of $31,596,214. In 1985, it reported gross income of $2,421,394 on billings of $24,496,913.

The agency's 1986 U.S. volume consisted of $18,107,782 in media, $3,391,740 in materials and services and $10,096,692 in capitalized fees. Its 1985 U.S. volume consisted of $12,104,200 in media, $1,740,490 in materials and services and $10,652,323 in capitalized fees.

In 1986, the agency gained: Fame City Enterprises, Inc.; Pilgrim Enterprises; CRSS; British Caledonian Airways, direct mktg—North America; Capitol Information network; Pizza Hut, El Paso co-op; Kelsey-Seybold Clinic, P.A.; KTRH (am); KLOL (fm). It lost: Finger Furniture; Sakowitz.

Top execs: Art Casper, chmn & president; Ed Kennard, exec vp, creative dir; Harold Green, vice chmn; Steve Haber, sr vp; Heidi Askew, vp, media dir; Roger Beckstead, vp, cfo; Alice Chadwell, vp-admin. Employees: 42.

Phone: (713) 666-1765. ☑

Winkler McDermott Winkler, New York, reported gross income of $813,374 in 1986 on billings of $5,039,592. In 1985, it reported gross income of $675,264 on billings of $4,177,395.

The agency's 1986 U.S. volume consisted of $394,991 in media, $577,399 in materials and services and $4,067,203 in capitalized fees. Its 1985 U.S. volume consisted of $348,191 in media, $639,327 in materials and services and $3,189,877 in capitalized fees.

In 1986, the agency gained: Citicorp Institutional Bank; Citicorp Investmant Bank. It lost: None.

Billings breakdown by media: Magazines 69%, direct mail 31%.

Top execs: Robert K. Winkler, chmn, creative dir; Arlene G. Winkler, president, dir of client scvs. Employees: 14.

Phone: (212) 673-2500. ☑

Don Wise & Co, New York, had estimated gross income of $975,000 in 1986 on billings of $6,500,000. No figures were reported for 1985.

In 1986, the agency gained: Manhattan Industries, John Henry men's shirts div; Caswell Massey Co, apothecary prods; Harve Benard, men's and women's fashions.

Billings breakdown by media: Newspapers 3.9%, magazines 69.2%, business papers 13.1%, point of sale 6.2%, direct mail 6.2%, catalogs 1.4%.

Top exec: Don Wise, president, creative dir. Employees: 15.

Phone: (212) 371-3333.

Jack Wodell Associates, San Francisco, had estimated gross income of $2,342,000 in 1986 on billings of $15,534,501. No figures were reported for 1985.

The agency's 1986 U.S. volume consisted of $11,967,003 in media, $436,532 in materials and services and $3,130,964 in capitalized fees.

In 1986, the agency gained: New Century Vista, motion picture adv; Atlantic Releasing Corp., motion picture adv. It lost: Walt Disney Productions, motion picture adv.

Billings breakdown by media: Newspapers 80%, magazines 2.9%, radio 5.5%, spot tv 9.6%, outdoor 0.97%, transit 0.97%, other 0.06%.

Top execs: Jack Wodell, president, chmn; Tony Cuneo, vp, dir of pr; Al Gonzales, vp, art dir; Robert Short vp, client scvs, operations; Valerie Bailey, media dir; Dick Riopelle, controller, cfo. Employees: 28.

Phone: (415) 391-1350.

Wolkcas Advertising, Albany, N.Y., had estimated gross income of $836,000 in 1986 on billings of $5,435,120. In 1985, it had estimated gross income of $613,000 on billings of $3,976,720.

The agency's 1986 U.S. volume consisted of $2,325,120 in media, $775,500 in materials and services and $2,334,500 in capitalized fees. Its 1985 U.S. volume was $1,900,000 in media, $636,000 in materials and services and $1,440,720 in capitalized fees.

In 1986, the agency gained: Duross Design, leather goods; Edwards, Williams, McManus Ricciardelli & Coffey, accountants; Mooradians, furniture retail; New York & New England Apple Institute; Schenectady Chamber of Commerce, county tourism. It lost: Albany Public Markets, grocer; Amfast, Mr. B's Fast Food Shops; Off Price Center, shopping center.

Billings breakdown by media: Newspapers 40%, magazines 6%, radio 25%, spot tv 8%, cable tv 0.5%, outdoor 1%, business papers 1%, transit 1%, direct mail 5%, catalogs 1, other, 11.95%.

Top execs: Stewart Sacklow, president; Harriette Sacklow, vp. Employees: 17 in 2 offices.

Phone: (518) 869-4846. ☑

Wooding & Housley, Providence, R.I., reported gross income of $1,050,000 in 1986 on billings of $7,000,000. In 1985, it reported gross income of $1,056,000 on billings of $7,000,000.

The agency's 1986 U.S. volume consisted of $2,872,000 in media and $4,128,000 in both materials and services and capitalized fees. Its 1985 U.S. volume consisted of $1,445,000 in media and $5,555,000 in both materials and services and capitalized fees.

In 1986, the agency gained: Turntec Shoes; Bill Rogers & Co; Bostik; Reed Plastics; Worcester Controls. It lost: Coleman Shoes; Brooks Shoes; Amtrol. Billings breakdown by media: Newspapers 5%, magazines 30%, radio 5%, outdoor 5%, business papers 40%, point of sale 5%, yellow pages 5%, direct mail 5%.

Top execs: Benjamin E. Wooding, president, principal; John Housley, vp, principal. Employees: 23.

Phone: (401) 272-9494. ☑

Wray/Ward Advertising, Charlotte, N.C., reported gross income of $1,549,420 in 1986 on billings of $10,595,418. In 1985, it reported gross income of $1,485,707 on billings of $9,723,052.

For the billings volume, the agency provided only capitalized fees, reporting capitalized fees of $3,105,945 in 1986 and $2,791,228 in 1985.

In 1986, the agency gained: Nucor Corp., steel joists; Econo Lodges of America.

Billings breakdown by media: Newspapers 12%, magazines 8%, radio 8.4%, spot tv 57.4%, outdoor 2.2%, business papers 12%.

Top execs: Charles W. Wray Jr., president, treasurer; Robert L. Ward, exec vp, secretary; Sylvia J. Cope, sr vp. Employees: 24.

Phone: (704) 332-9071. ☑

Yaffe & Co., Southfield, Mich., reported gross income of $2,410,933 in 1986 on billings of $16,013,522. In 1985, it reported gross income of $2,748,530 on billings of $16,511,067.

The agency's 1986 U.S. volume consisted of $8,762,180 in media, $1,864,263 in materials and services and $5,387,079 in capitalized fees. Its 1985 U.S. volume consisted of $10,070,019 in media, $1,796,000 in materials and services and $4,645,048 in capitalized fees.

In 1986, the agency gained: American Motors Metro Dealers Assn., Detroit; Allied Stores, Great Scott Supermarkets div; Perry Drug Stores, Auto Works div. It lost: Diamond Mortgage Corp; *Detroit News*; Murray's Auto Stores; Orthodonic Treatment Centers.

Billings breakdown by media: Newspapers 17%, magazines 2%, radio 35%, spot tv 39%, cable tv 3%, outdoor 2%, direct mail 2%.

Top execs: Fred Yaffe, chmn, ceo; Robert Popa, sr vp-pr; Michael Morin, sr vp-client svcs. Employees: 37.

Phone: (313) 552-7800.

Richard Yeager Associates, Moorestown, N.J., reported gross income of $663,891 in 1986 on billings of $5,504,664. In 1985, it reported gross income of $626,412 on billings of $4,364,072.

The agency's 1986 U.S. volume consisted of $613,402 in media, $563,313 in materials and services and $4,327,949 in capitalized fees. Its 1985 U.S. volume was $549,502 in media, $449,962 in materials and services and $3,364,608 in capitalized fees.

In 1986, the agency gained: Urix Corp; Wiley Retirement Community; Viskake Inc. The agency did not breakout billings by media.

Top execs: Richard A. Yeager, president; Frank J. Larkin, vp-acct scvs.

Ten-year gross income review of top 25/100/500 agencies

	Worldwide gross income					U.S. gross income					Non-U.S.
	Top 25		Top 100		Top 500	Top 25		Top 100		Top 500	Top 25
Year	Gross income	$ as % of top 500	Gross income	$ as % of top 500	Gross income	Gross income	$ as % of top 500	Gross income	$ as % of top 500	Gross income	Gross income
1986	$5,698.0	65.9	$7,366.7	85.2	$8,648.9	$3,655.1	56.2	$5,223.9	80.3	$6,502.2	$2,146.7
1985	5,157.8	66.5	6,649.7	85.7	7,760.4	3,444.0	57.8	4,855.8	81.5	5,959.6	1,800.8
1984	5,115.3	72.2	6,162.1	86.9	7,089.8	3,377.4	64.5	4,374.0	83.5	5,237.2	1,852.6
1983	4,463.0	73.7	5,381.4	88.9	6,055.9	2,850.0	64.4	3,736.3	84.4	4,425.4	1,630.6
1982	4,086.4	72.0	4,999.9	88.1	5,676.1	2,461.7	61.4	3,319.9	82.7	4,012.4	1,663.7
1981	3,682.5	73.6	4,447.4	88.9	5,003.0	2,134.9	62.3	2,847.1	83.1	3,425.1	1,577.9
1980	3,313.0	71.3	3,990.6	85.9	4,645.0	1,839.8	58.6	2,467.2	78.5	3,141.3	1,503.7
1979	2,771.7	71.5	3,395.0	87.6	3,877.3	1,566.4	58.8	2,149.9	80.7	2,662.8	1,214.5
1978	2,341.5	68.7	2,935.8	86.2	3,407.5	1,311.3	56.1	1,855.8	79.4	2,336.7	1,070.8
1977	1,954.7	68.9	2,453.5	86.4	2,838.5	1,106.7	56.3	1,570.8	79.9	1,965.2	873.3

Ten-year billings review of top 25/100/500 agencies

	Worldwide total billings					U.S. total billings					Non-U.S.
	Top 25		Top 100		Top 500	Top 25		Top 100		Top 500	Top 25
Year	Total billings	$ as % of top 500	Total billings	$ as % of top 500	Total billings	Total billings	$ as % of top 500	Total billings	$ as % of top 500	Total billings	Total billings
1986	$38,868.4	65.5	$50,513.5	85.2	$59,318.8	$24,966.6	55.8	$35,937.3	80.3	$44,740.8	$14,577.9
1985	35,049.8	66.1	45,382.7	85.6	52,990.8	23,429.9	57.4	33,218.8	81.4	40,802.2	12,188.6
1984	34,635.5	71.9	41,879.3	87.0	48,152.8	22,874.3	64.2	29,781.9	83.6	35,604.6	12,548.1
1983	30,103.8	73.2	36,484.3	88.7	41,122.3	19,188.4	63.8	25,378.2	84.3	30,092.9	11,029.4
1982	27,596.5	71.9	33,843.1	88.2	38,369.4	16,713.5	61.8	22,400.8	82.9	27,036.2	11,333.2
1981	23,920.4	72.4	29,261.1	88.6	33,039.1	14,330.3	62.4	19,096.2	83.1	22,979.9	10,059.2
1980	22,345.9	70.7	27,013.5	85.5	31,601.6	12,463.8	57.8	16,833.3	78.1	21,552.5	10,049.1
1979	18,826.4	71.2	23,060.6	87.2	26,436.0	10,687.8	58.6	14,655.0	80.4	18,235.6	8,200.4
1978	15,745.4	68.5	19,714.3	85.7	22,997.5	8,879.9	54.9	12,568.4	77.7	16,184.7	6,812.7
1977	13,209.5	68.8	16,527.4	86.1	19,206.6	7,548.2	54.0	10,692.5	76.5	13,986.0	5,220.6

NOTE: Dollars in millions.

Leading agencies in top 75 markets

Advertisers are increasingly rejecting the shotgun approach to reaching a national audience through network tv, for example, for more selective firepower that focuses on the demographics within the nation's top markets.

Ad Age spotlighted developments within the nation's 100 Leading markets in a special issue, Dec. 8, 1986, and as part of the reporting for that issue, obtained estimated rankings of the leading agencies in those markets.

Presented here are Ad Age's estimates of the top agencies in each market. Most of these agencies reported their financial information in this issue, and therefore have confirmed billings. However, those with asterisks (*) did not report for this issue. Their figures were requested, and if not received, were estimated based largely on their number of employes in the local market.

The top 100 markets were whittled down to 75 mainly because few agencies of size are found in the markets, Nos. 75-100. The 75 were further consolidated into 68 either because of the dearth of agencies or because the market relys heavily on services from adjacent markets. Agencies in the immediate New York-area markets, for example, dominate markets such as Ocean-Monmouth, New Jersey, further down the commuting line.

Further significance of these markets as marketing foci is that much of the growth in media is happening in media reaching deep into local markets: Newspapers grew 24.3% from 1985 to 1986 among the Ad Age 500; radio, mostly spot, increased 21.4%, and spot tv grew by 25.1%.

Market rankings are based on U.S. Census data for Jan. 1, 1986.

1. New York: 8,465,800

($ in millions)	1986	1985
Grey Advertising	1,122.8	—
Young & Rubicam	794.6	756.0
Ogilvy & Mather	708.0	675.0
J. Walter Thompson	600.0	511.7
Ted Bates Worldwide	581.0	754.4

2. Los Angeles: 8,108,700

($ in millions)	1986	1985
Foote, Cone & Belding	229.0	225.0
Admarketing	184.0	170.5
Chiat/Day	141.0	151.1
Dailey & Associates	140.6	140.9
BJK&E	121.5	85.5

3. Chicago: 6,176,900

($ in millions)	1986	1985
Leo Burnett Co.	2,061.8	1,868.5
Foote, Cone & Belding	459.0	387.0
J. Walter Thompson	415.0	470.0
DDB Needham	405.0	366.1
T-L&K	238.5	235.0

4. Philadelphia: 4,784,200

($ in millions)	1986	1985
Lewis, Gilman & Kynett	113.0	108.0
Spiro & Associates	55.3	52.5
Weightman Group	54.0	50.8
Ketchum Comm.	53.6	34.5
Earle Palmer Brown	31.0	28.0

5. Detroit[1]: 4,318,600

($ in millions)	1986	1985
Campbell-Ewald	464.6	436.0
Ross Roy Inc.	293.2	260.0
D'Arcy Masius B&B	234.2	180.0
Young & Rubicam	156.1	148.5
BJK&E	140.0	125.0
**Mitchell & Comer	10.5	8.2

6. Washington D.C.: 3,489,500

($ in millions)	1986	1985
Earle Palmer Brown	105.0	71.0
J. Walter Thompson	44.5	67.1
*Ehrlich-Manes	38.4	35.0
Henry J. Kaufman	34.0	—
DDB Needham	27.7	26.1

7. Houston: 3,221,700

($ in millions)	1986	1985
Ogilvy & Mather	76.0	66.0
McCann-Erickson	58.6	60.0
Goodwin, D, L & W	42.0	38.0
Winius-Brandon Adv.	31.6	24.5
RSB&C	29.4	28.0

8. Boston: 2,831,700

($ in millions)	1986	1985
HHC&C	187.7	148.2
HBM/Creamer	142.0	96.0
Ingall, Q & J	117.4	49.3
Harold Cabot & Co.	68.0	62.3
BJK&E	40.0	34.3

9. Nassau-Suffolk: 2,644,700

($ in millions)	1986	1985
*J. Richard Smith Inc.	28.9	24.0
S.R. Leon Co.	27.0	25.8
*Chris. Thomas&Assoc.	22.0	17.5
Ackerman Adv. Comm.	19.5	14.0
*Greenstone & Rabasca	18.0	18.0

10. Atlanta: 2,471,700

($ in millions)	1986	1985
BDA/BBDO	83.5	85.0
Tucker Wayne & Co.	82.3	71.6
Burton-Campbell	68.2	57.4
J. Walter Thompson	33.5	44.8
McCann-Erickson	21.0	133.0

11. St. Louis, Mo.-Ill.: 2,412,400

($ in millions)	1986	1985
D'Arcy Masius B&B	196.0	200.0
Gardner Advertising	121.0	112.0
Kenrick Advertising	52.0	49.8
BHN Advertising & PR	20.2	18.3
TBWA Advertising	17.9	14.5

12. Dallas[2]: 2,311,700

($ in millions)	1986	1985
BJK&E	225.0	235.2
Tracy-Locke	208.2	163.5
Bloom Agency	150.0	125.0
Richards Group	82.4	72.3
DBG&H Unlimited	54.5	53.3

13. Minneapolis: 2,262,400

($ in millions)	1986	1985
Campbell-Mithun	246.0	221.8
Fallon McElligott	93.3	81.2
BJK&E	72.5	79.5
Martin-Williams	65.0	54.7
Carmichael-Lynch	63.5	53.6

14. Baltimore: 2,252,800

($ in millions)	1986	1985
W.B. Doner & Co.	66.1	47.1
Richardson, M & D	56.9	53.5
Smith, Burke & Azzam	40.3	37.1
Eisner & Associates	37.7	30.1
VanSant, Dugdale & Co.	27.2	30.4

15. Pittsburgh: 2,142,700

($ in millions)	1986	1985
Ketchum Comm.	115.4	112.8
HBM/Creamer	97.0	77.0
MARC & Co.	37.0	30.8
Dudreck DePaul F&M	16.4	13.9
Hallmark Advertising	14.1	12.8

16. San Diego: 2,132,700

($ in millions)	1986	1985
Phillips-Ramsey	29.0	24.4
Roni Hicks & Assoc.	8.7	6.8
Chapman/Warwick	6.0	5.0
Diener/Hauser/Bates	3.2	3.5
*Wilson, Frank&Assoc.	2.7	2.9

17. Anaheim, Calif.: 2,122,700

($ in millions)	1986	1985
Cochrane Chase	78.5	69.5
Mendoza, Dillon	29.3	26.0
Reiser Williams deYong	15.6	12.3
*Salvati Montgomery	14.3	10.0
InterCommunications	13.7	11.3

19. Riverside, Calif[3]: 1,906,700

($ in millions)	1986	1985
*Trend Setters	8.5	5.0
*Zimmer Advertising	2.0	1.5
*Sutton Place	1.0	0.5
*Ford Advertising	0.9	0.8
*Butler Agency	0.4	0.4

20. Newark, N.J.: 1,882,200

($ in millions)	1986	1985
Keyes Martin	53.0	45.9
BJK&E	24.0	18.3
Lempert Co.	20.7	16.5
*Cheranson Group	11.0	9.3
*Lewis Advertising	10.5	9.5

21. Tampa-St. Pete: 1,868,700

($ in millions)	1986	1985
W.B. Doner & Co.	20.3	18.9
Benito Advertising	20.0	20.9
Ensslin & Hall Adv.	17.3	15.4
Faller, Klenk & Quinlan	4.1	3.6

22. Cleveland: 1,860,000

($ in millions)	1986	1985
Nationwide Advertising	102.0	100.0
Wyse Advertising	73.2	69.9
Liggett-Stashower	65.1	—
Meldrum & Fewsmith	41.4	34.5
Griswold Inc.	40.2	35.0

23. Phoenix, Ariz.: 1,846,600

($ in millions)	1986	1985
Evans/Motta	15.0	12.5
Patchen Brownfeld Adv.	11.3	8.8
BBG&H Unlimited	2.5	2.2

24. Miami: 1,753,100

($ in millions)	1986	1985
Beber Silverstein	70.0	62.0
*Tinsley Advertising	42.0	39.0
*McFarland & Drier	33.0	26.1
*Ad Team	30.0	23.8
*Ryder & Schild	21.0	19.5

25. Seattle: 1,724,000

($ in millions)	1986	1985
Cole & Weber	53.0	72.0
Evans/Kraft	41.5	36.0
Elgin/Syferd	28.2	21.8
*Livingston & Co.	19.0	20.0
Ehrig & Associates	14.0	17.0

26. Denver: 1,614,000

($ in millions)	1986	1985
Tracy-Locke	27.8	33.9
Karsh & Hagan	24.4	20.0
Barnhart & Co.	19.2	17.9
Evans/Bartholmew	13.5	11.0
Schenkein & Assoc.	13.2	12.2

27. San Francisco[4]: 1,576,000

($ in millions)	1986	1985
Foote, Cone & Belding	205.0	201.0
J. Walter Thompson	151.0	134.3
Ketchum Comm.	147.4	135.0
Hal Riney & Partners	130.0	—
McCann-Erickson	103.0	117.0

28. Kansas City: 1,493,900

($ in millions)	1986	1985
Bernstein-Rein Adv.	69.1	52.1
Valentine-Radford	66.4	59.7
*Barkley & Evergreen	33.0	31.0
Marketing Resources	20.5	11.0
*Christenson, B&S	20.0	18.0

29. Cincinnati: 1,412,000

($ in millions)	1986	1985
Sives Associates	43.7	41.6
*Stockton West	36.0	38.0
*Northlich Stolley	27.0	22.0
*Wolf Blumberg Krody	18.3	15.5

30. San Jose, Calif.: 1,398,500

($ in millions)	1986	1985
Tycer Fultz Bellack	31.6	44.3
Battenberg, F&W	11.8	13.0
Carter Callahan	9.6	9.8
Coakley Heagerty Cos.	8.9	9.0
Darien Russell H&D	5.5	5.8

31. Milwaukee: 1,378,600

($ in millions)	1986	1985
Bader, Rutter & Assoc.	46.8	43.5
Yellow Pages Mktg	34.8	31.2
Frankenberry, Laughlin	34.8	33.5
*Hoffman Y&C	31.5	30.0
*McDonald Davis	31.0	27.0

32. New Orleans: 1,324,400

($ in millions)	1986	1985
Bauerlein Inc.	15.4	14.6
*Bon Adv. Agency	14.0	12.0
*Fitzgerald Advertising	10.5	12.8
*Peter A. Mayer Adv.	9.5	10.0
Richard Sackett	7.6	—

33. Bergen-Passaic: 1,301,000

($ in millions)	1986	1985
QLM Associates	41.5	22.9
Dugan/Farley Comm.	39.2	34.3
Sommer Inc.	11.7	10.7
*Arthur Falconer Assoc.	11.6	11.0
*Wimmershoff & Assoc.	9.7	6.5

34. Norfolk, Va.: 1,289,500

($ in millions)	1986	1985
Lawler Ballard Adv.	22.2	22.9
Barker, Campbell	14.0	10.5
*Redmond, A&R	9.0	8.3
Summit Advertising	2.5	3.1

35. Columbus, Ohio: 1,287,600

($ in millions)	1986	1985
Fahlgren & Swink	66.3	50.2
Lord, Sullivan & Yoder	29.5	23.5
*Hameroff/Milenthal	27.0	22.0
Gerbig, Snell	13.9	11.9
*Shelly Berman	13.5	12.7

36. Sacramento, Cal.: 1,258,200

($ in millions)	1986	1985
*E. Clark & Associates	12.1	7.8
*Curran,Hitomi&Assoc.	8.5	7.5

37. San Antonio: 1,235,700

($ in millions)	1986	1985
*Pitluk Group	24.0	26.0
*Sosa & Associates	13.5	9.6
*Atkins & Associates	12.8	11.8
*Anderson Advertising	12.3	9.5
*Reed Ham Jackson	8.5	8.1

38. Indianapolis[5]: 1,203,100

($ in millions)	1986	1985
*Caldwell-Van Riper	39.4	—
Fairfax Advertising	33.9	34.2
*Montgomery Z D	30.0	27.5
*Handley & Miller	16.0	11.0
*Pearson, C&F Group	14.0	13.0

40. Portland, Ore.: 1,146,600

($ in millions)	1986	1985
*Wieden & Kennedy	30.0	18.0
*Young & Roehr	18.0	17.5
Pihas, Schmidt	17.7	15.0
Gerber Advertising	17.0	15.5
Borders, P&N	10.9	9.9

41. Ft. Lauderdale: 1,125,200

($ in millions)	1986	1985
Group 3hree	34.0	38.4
*Harris & Drury	19.3	17.5
*Forsyth & Connors	17.2	11.3
*Wexler, McCarron	12.3	10.5
*Levy & Asch	9.5	7.5

42. Charlotte, N.C.: 1,049,000

($ in millions)	1986	1985
Wray/Ward Advertising	10.6	9.7
Loeffler Mountjoy	9.3	6.7
Faller Klenk & Quinlan	3.8	3.7

43. Salt Lake City: 1,024,800

($ in millions)	1986	1985
Evans Communications	22.0	24.0
*Harris & Love	11.5	10.7
Bonneville Media	11.2	—
*Gillham Advertsing	9.2	8.4
Fotheringham & Assoc.	9.0	7.7

44. Rochester, N.Y.: 982,300

($ in millions)	1986	1985
*Rumrill-Hoyt	50.0	42.4
Blair/BBDO	23.1	20.4
Perri, Debes, L&C	8.5	6.2
Hart/Conway Co.	6.2	5.3

45. Oklahoma City[6]: 975,900

($ in millions)	1986	1985
Ackerman, H&M	63.3	55.4
*Jordan Associates	16.8	14.4
*Lowe Runkle Co.	12.0	10.0
*Sully & Rozier	5.5	6.0
*Adsociates Inc.	5.2	6.3

46. Buffalo: 971,400

($ in millions)	1986	1985
*Ellis Singer Group	41.6	31.6
Faller, Klenk & Quinlan	40.3	42.8
Levy, King & White	29.1	22.7
*Healy Schutte & Co.	22.8	21.4
*Tavco Marketing	13.7	12.0

47. Louisville, Ky.-Ind.: 964,300

($ in millions)	1986	1985
Doe-Anderson	27.3	26.5
McCann-Erickson	23.5	20.0
*Fessel, S&M Adv.	11.3	10.0
Sheehy & Knopf	11.0	9.0

48. Memphis, Tenn.: 944,700

($ in millions)	1986	1985
*Walker & Associates	22.3	19.5
*John Malmo Adv.	19.0	17.0
*Ward Archer & Assoc.	10.2	8.6
*Cochran & Sandford	9.5	12.0

49. Dayton, Ohio: 931,100

($ in millions)	1986	1985
*David K. Burnap Inc.	17.0	13.7
Penny/Ohlmann	16.1	14.9
*Flynn/Sabatino	15.8	13.1
*Willis Case Harwood	12.0	11.0
*ICON Inc.	3.1	2.1

50. Middle N.J.[7]: 930,400

($ in millions)	1986	1985
M.E.D. Comm.	67.9	54.8
Simms & McIvor	12.9	12.2
*Cummins M&N	12.4	11.0
*H.T. Fenton	3.8	3.7
*Rodney Luery & Assoc.	2.4	2.9

52. Nashville, Tenn.: 909,700

($ in millions)	1986	1985
Eric Ericson & Assoc.	36.0	31.2
*Bill Hudson & Assoc.	15.0	12.0
*Brumfeld-Gallagher	12.0	11.0
*Dye, Van Mol, L&E	3.6	2.6

53. Birmingham, Ala.: 903,800

($ in millions)	1986	1985
Luckie & Forney	46.9	48.0
*Barry, Huey & Bullock	12.0	9.5
*Steiner Bressler Adv.	7.3	7.0
Lawler Ballard	3.4	—

54. Greensboro: 892,500

($ in millions)	1986	1985
Long, Haymes & Carr	51.3	42.6
*Trone, D&J	10.0	7.9
*Barnes, Dennis	9.1	10.7
*Vickers & Co.	4.5	3.2

55. Orlando, Fla.: 866,400

($ in millions)	1986	1985
Robinson, Y&P	30.8	26.3
*Gilpin,Peyton&Pierce	14.5	15.0
*Fry/Hammond/Barr	13.6	11.2
*Gouchenour Inc.	13.5	11.0
Benito Advertising	2.4	2.5

56. Albany, N.Y.: 841,400

($ in millions)	1986	1985
*R.T. Blass Inc.	29.0	28.0
*Beckman Associates	8.9	8.0
*Nowak Barlow	6.0	5.0
*Comm. & Design	5.6	4.3
Arnold & Co.	1.9	1.5

57. Jacksonville, Fla.: 823,500

($ in millions)	1986	1985
William Cook Adv.	56.5	46.2
Caraway Kemp Comm.	32.8	28.3
*West & Co.	15.8	10.7
*Robinson & St. John	12.6	12.1
Benito Advertising	1.5	1.5

58. Honolulu: 814,600

($ in millions)	1986	1985
*Starr Seigle McCombs	34.8	29.5
Milici Valenti Smith	20.0	23.5
Advertising Works	16.0	13.5
Ogilvy & Mather	7.2	9.1

59. Richmond, Va.: 800,700

($ in millions)	1986	1985
Martin Agency	90.3	52.1
Siddall M&C	15.6	15.2
Lawler Ballard Adv.	10.3	12.5
Earle Palmer Brown	6.0	4.0

61. Hartford, Conn.: 732,100

($ in millions)	1986	1985
Mintz & Hoke	41.0	29.6
*Maher/Hartford	31.0	25.0
*Keiler Advertising	25.0	21.5
Harland, Tine & White	23.4	20.3
LSGE Advertising	16.6	9.1

62. Scranton, Pa.: 723,400

($ in millions)	1986	1985
*Don Bennett Adv.	8.0	8.0
*Gann-Dawson	4.1	3.8
*Media Productions	1.6	1.6
*R.D.H. Associates	0.8	0.8
*Russoniello Associates	0.7	0.7

63. West Palm Beach: 723,100

($ in millions)	1986	1985
*Southland Adv.	8.1	4.4
*Colee & Co.	5.6	4.5
*J.R. Gibson Inc.	3.2	2.6
Pearson,Thomas	3.1	2.6

64. Austin, Texas: 695,500

($ in millions)	1986	1985
GSD&M	60.0	57.0
*Fellers, Lacy & Gaddis	20.0	14.0
Neal Spelce Comm.	6.5	8.7
*Staats-Falkenberg	3.5	3.3
*Sherry Matthews Adv.	2.4	1.6

65. Syracuse, N.Y.: 651,200

($ in millions)	1986	1985
Eric Mower & Assoc.	42.3	35.6
Arnold & Co.	3.2	2.6

66. Allentown, Pa.: 650,000

($ in millions)	1986	1985
*Musselman Adv.	4.8	3.7
Lieberman-Appalucci	13.2	11.7
Stiegler, W&B	13.1	9.6

67. Akron, Ohio: 646,200

($ in millions)	1986	1985
Malone Advertising	66.3	62.7
*Hitchcock Fleming	16.4	13.3
PR Associates	11.3	10.4
*Jonethis Organization	7.1	6.4
*Smiley/Hanchulak	6.7	5.7

68. Grand Rapids: 634,900

($ in millions)	1986	1985
*Sefton Associates	19.0	17.0
*Johnson & Dean	17.1	14.0
Alexander Mktg. Svcs.	13.0	14.1
*Jaqua Co.	10.8	9.0
William R. Briggs	9.9	6.6

69. Raleigh-Durham: 632,000

($ in millions)	1986	1985
McKinney& Silver	103.2	83.1
*HowardMerrel	30.5	20.3
*Rockett& Burkhead	6.6	—
*Howard & Taylor	6.0	6.0

70. Providence, R.I.: 630,400

($ in millions)	1986	1985
Leonard Monahan	21.8	19.0
*Potter Hazlehurst	19.5	17.5
HBM/Creamer	18.0	18.0
Duffy & Shanley	16.3	14.2
Spencer Bennett Nowak	16.2	16.5

72. Omaha, Neb.-Iowa: 611,600

($ in millions)	1986	1985
BJK&E	40.0	50.3
Smith, Kaplan, A&R	10.7	9.0
*Ayres & Associates	10.3	9.6
Bailey Lewis & Assoc.	9.7	9.7
*Rollheiser, Holland	9.4	12.0

75. Greenville: 599,600

($ in millions)	1986	1985
Henderson Advertising	80.1	78.3
Leslie Adv. Agency	28.1	28.3
Price McNabb Adv.	14.9	14.6
*Goudelock Adv.	4.5	4.4
Shorey & Associates	3.8	5.8

**Leading Toledo, Ohio, agency.

1. Includes 73. Toledo, Ohio, market (608,100).
2. Includes 39. Fort Worth-Arlington, Texas, market (1,199,900).
3. Includes 74. Oxnard-Ventura, Calif., market (600,000).
4. Includes 18. Oakland, Calif., market (1,907,800).
5. Includes 71. Gary-Hammond, Ind., market (621,500).
6. Includes 60. Tulsa, Okla., market (733,100).
7. Includes 50. Middlesex-Somerset-Hunterdon, N.J., market (930,400) & 51. Monmouth-Ocean, N.J., market (918,000).

—Reporting by Julie Doherty and Sandra Davis

Saatchi is new group leader

Top five agency megagroups by worldwide gross income

Rank			Worldwide gross income			U.S. gross income		Worldwide billings		U.S. billings	
'86	'85	Group	1986	1985	% chg	1986	1985	1986	1985	1986	1985
1	3	Saatchi & Saatchi PLC	$1,209.6	$583.9	107.2	$661.2	$169.7	$8,255.4	$3,190.0	$4,628.8	$1,233.4
2	1	Interpublic Group of Cos.	822.4	752.6	9.3	373.5	340.7	5,552.0	5,066.2	2,491.1	2,272.5
3	—	Omnicom Group	820.1	—	—	557.4	—	5,586.1	—	3,834.1	—
4	2	JWT Group	644.8	590.1	9.3	395.6	372.7	4,300.6	3,935.9	2,638.5	2,486.2
5	4	Ogilvy Group	548.7	481.1	14.1	319.3	307.2	3,802.4	3.318.7	2,129.5	2,048.9

NOTES: Dollars in millions.

Saatchi & Saatchi PLC made the race for leadership of agency groups a cakewalk as it sprinted from second place last year past Interpublic to hit $1.2 billion gross income worldwide on billings of $8.25 billion. But the race was not without drama. Omnicom Group entered with great fanfare, and events at JWT Group showed the vulnerability of bigness.

Saatchi's surge to the front from second place a year-earlier was so strong that the race for second place took on more interest. The perennial leader among the groups, Interpublic, in being passed by Saatchi & Saatchi, held off Omnicom by only a $2.3 million margin in world gross income, or $822.4 million for Interpublic to $820.1 million for Omnicom. On the billings side, Omnicom slipped past Interpublic's $5.59 billion to $5.56 billion.

Omnicom's entry to the field in the spring of 1986 came with the pomp and circumstance of a coronation. Omnicom appeared the heir apparent to Interpublic in total billings. But as soon as all the hoopla over its entry to the market died down, Saatchi & Saatchi stepped in to buy Ted Bates Worldwide to gain the top.

Omnicom's presence pushed JWT Group, No. 3 in last year's issue, back to fourth, and Ogilvy Group, the previous No. 4, fell to fifth.

Saatchi & Saatchi world gross income rose a phenomenal 107% from 1985 to 1986 largely because the acquisition of Ted Bates Worldwide, Dancer Fitzgerald Sample and Backer & Spielvogel, fueled the Saatchi machine with an additional $674 million in gross income and $4.6 billion in billings.

The Bates presence also pushed Saatchi into the No. 1 position in U.S. gross income and billings. Omnicom, an amalgam of three agency groups previously known as BBDO International, Doyle Dane Bernbach and Needham Harper Worldwide, ranked No. 2 in the same categories, with JWT coming in third just ahead of Interpublic.

Agency groups are not ranked in this issue because they are holding companies not operating agencies. Their emergence in the past few years since Interpublic was formed in the early 1960s generally has been encouraged by an evolution in the advertising market toward bigness.

Factors influencing the evolution: Global reach is required to serve many clients that are consolidating their worldwide advertising into a single network. Bigger ad budgets require bigger agencies. A covey of agencies under a single umbrella can lead to one-stop shopping and efficiencies for the client and agencies. Margins at agencies are thinning as a result of greater in-house capability by clients, especially in media buying—historically the major source of income for agencies. A loss of several big clients can devastate an agency without the resources of a parent. Vast sums of money are open to holding companies because most are public.

The events at JWT earlier this year show the flipside of one of those virtues—that access to public money can mean public access to the company, and that access can lead to a hostile takeover, particularly if stock prices begin to drop. Apparently afraid of such action, JWT last fall bought back a half-million shares of its stock, then trading at depressed levels. That action pointed to its intention to remain independent. Then earlier this year when upper management discovered that Joseph W. O'Donnell, chairman-ceo of J. Walter Thompson Co., had held discussions with Claremont Group Ltd. about buying out or recapitalizing JWT, it was viewed as seditious and led to his dismissal in January, 1987.

Another big issue is client conflict. Conflicts arise when agencies with competing clients merge. P&G, for example, took its $70 million business elsewhere from Saatchi, citing account conflict. Saatchi has attempted to minimize the problem by structuring the holding company so that networks and certain agencies are autonomous.

Saatchi & Saatchi PLC

Saatchi & Saatchi PLC, London, had 1986 gross income of $1,209,600,000 on billings of $8,255,400,000, compared with gross income of $583,900,000 on billings of $3,190,000,000 in 1985.

The advertising sector of the holding company comprises:

- Saatchi & Saatchi Compton Worldwide
- Ted Bates Worldwide
- Backer & Spielvogel
- DFS/Dorland Worldwide
- KHBB, London

Essentially, Saatchi & Saatchi PLC runs three advertising networks: Saatchi & Saatchi Compton Worldwide, Ted Bates Worldwide and DFS/Dorland Worldwide. The holding company structure is designed to enhance these operations by keeping their reporting structures separate. Falling outside these three networks are Backer & Spielvogel, New York, and KHBB, London, primarily to minimize client conflicts with network shops in their markets.

The holding company's expressed aim is to operate the world's largest advertising network in addition to having one of the top five agencies in the world's top 10 ad markets. It claims it is short of achieving such recognition only in Canada. Saatchi entered Canada in 1985, purchasing Hayhurst Advertising, Toronto, which ranked 13th in gross income among Canadian agencies reporting to Ad Age's 1986 International Agency Report (April 21, 1986).

But apart from advertising, Saatchi has made noises in the past year of developing a more wholistic business service that integrates advertising and consulting, a "merging of the external with the internal," according to a Saatchi official. Saatchi in late 1986 hired Victor E. Millar from Arthur Andersen & Co. to head Saatchi & Saatchi Consulting, its consulting unit.

The holding company had $150 million in cash at the end of the year and raised an additional $95 million in capital from a private placement of shares in Europe. It plans to use these funds to build its consulting side through acquisition. The company recently purchased for $2 million, Cleveland Consulting Associates, an Ohio-based company involved in retail distribution.

Saatchi & Saatchi PLC for its yearend results ended Sept. 30, 1986 reported net income of $58.4 million, up 72% from the prior year period. Revenue jumped 47% to $693 million. Results should be even more favorable in 1987 because in fiscal 1986 only partial year contributions were included from three profitable U.S.-based agencies acquired by Saatchi in 1986: Bates, purchased for $450 million in July, 1986, Backer & Spielvogel, for about $50 million in April, 1986, and Dancer Fitzgerald Sample (DFS), for about $75 million in February, 1986.

Saatchi & Saatchi Compton Worldwide contains three large groupings: Saatchi & Saatchi Compton-U.S., Saatchi & Saatchi U.K., and the Saatchi & Saatchi network throughout the rest of the world.

Only the advertising sectors of Hay Group, Irv Koons, Mayo Infurna, Siegel & Gale and BTD are included in totals for Saatchi & Saatchi Compton Worldwide, and full returns are included for subsidiaries: Saatchi & Saatchi Compton Inc., New York, Klemtner, Fairfax, Rumrill-Hoyt, Cochrane Chase Livingston and McCaffrey & McCall.

The worldwide network of agencies outside the U.S. and U.K. reported gross income of $203,468,400 in 1986 on billings of $1,326,236,000, and gross income of $195,475,600 on billings of $1,306,870,000 in 1985.

Top execs for Saatchi & Saatchi PLC: Maurice Saatchi, chairman; Kenneth Gill, president; David Perring, secretary. Directors: Simon Mellor, Victor Millar, David Newlands, Charles Saatchi, Anthony Simonds-Gooding, Andrew Woods.

Interpublic Group of Cos.

Interpublic, New York, reported worldwide gross income of $822,398,000 in 1986 on billings of $5,551,980,000, compared with $752,640,000 in gross income on billings of $5,066,162,000 in 1985.

Of the worldwide totals, U.S. gross income was $373,475,000 on billings of $2,491,079,000 in 1986, compared with gross income of $340,698,000 on billings of $2,272,456,000 in 1985.

Interpublic, which had not made a major U.S. acquisition or divestiture the past few years, encountered that arena on several fronts in 1986. McCann-Erickson bought out Ohlmeyer, largely a media-buying unit of RJR Nabisco, and purchased the Chicago medical shop, Sieber & McIntyre, and several Miller-Reid units in the South.

Agencies assembled under the Interpublic umbrella:

- McCann-Erickson Worldwide
- SSC&B:Lintas Worldwide
- Campbell-Ewald Worldwide
- Lowe Marschalk Inc.
- Dailey & Associates

Interpublic did some legerdemain with what was previously called Marschalk/Campbell-Ewald Worldwide. Marschalk became Lowe Marschalk, the Lowe borrowed from the British holding company, Lowe Howard-Spink & Bell PLC. LH-SB gained a 30% interest in the agency and with it its long-sought U.S. entry. LH-SB also got Campbell-Ewald's non-U.S. offices in the deal that saw Interpublic become the largest stockholder (about 27%) in publicly-held LH-SB. Lowe Marschalk is now the U.S. entity of London-based Lowe Marschalk Worldwide whose U.K. entity is Lowe Howard-Spinks Marschalk.

Interpublic agencies employed 13,201 worldwide in 1986, compared with 13,026 in 1985.

The holding company staff in 1986 numbered 209, down from 214 in 1985. Top officials at Interpublic: Philip H. Geier Jr., chairman-ceo; Eugene P. Beard, exec vp-finance & operations, cfo; Edwin A. Kiernan Jr., senior vp, general counsel and secretary; C. Kent Kroeber, senior vp-human resources; Charles A. Mittelstadt, senior vp-Center for Advertising Services; Henry Strock, senior vp and controller; Thomas J. Volpe, senior vp-finance operations and treasurer; Arthur E. Wilen, senior vp-development and professional services.

Omnicom Group

Omnicom, New York, reported gross income of $820,069,000 in 1986 on billings of $5,586,047,000. In 1985, it reported gross income of $762,150,000 on billings of $5,223,343,000. U.S. income was $557,402,000 in 1986 and $529,165,000 in 1985. Figures for 1985 are on a historic basis.

The holding company's U.S. billings were $3,834,063,000 in 1986 and $3,669,337,000 in 1985.

Omnicom was formed in the spring, 1986, with the merger of BBDO International, Doyle Dane Bernbach and Needham Harper Worldwide. Omnicom, under the leadership of Allen Rosenshine, president-ceo, is the umbrella organization for: BBDO Worldwide, DDB Needham Worldwide and Diversified Agency Services.

BBDO Worldwide includes old BBDO Inc. shops in New York, Detroit and Minneapolis, BBDO Chicago, BBDO/West and BDA/BBDO, Atlanta. BBDO Worldwide is headed by Norm Campbell, chairman-ceo. DDB Needham, headed by Keith Reinhard, chairman-ceo, includes the old DDB and Needham-named shops.

Diversified Agency Services, led by Barry Loughrane, chairman-ceo, includes: Tracy-Locke, Ingalls, Quinn & Johnson, Waring & LaRosa, Blair, CAK, Kresser Craig, Doremus Porter Novelli, MARCOA DR Group, Rapp & Collins, Kallir Philips Ross, Lavey/Wolff/Swift, Frank J. Corbett, Baxter Gurian & Mazzei, Franklin Spier, Cargill Wilson Acree, York, Alpern, Bernard Hodes, GM Dubois, Hannaford, RC Communications, and TELERx Marketing.

For 1986, Omnicom posted a loss of $4 million compared with 1985 earnings of $30.1 million. Revenue climbed 12% to $753.5 million from $673.4 million. The loss for the year reflected a fourth quarter charge of $5.9 million for restructuring (consolidating staff and facilities), and a third quarter charge of $25.5 million.

Top execs: Allen Rosenshine, president-ceo; Barry E. Loughrane, chairman, ceo-Diversified Agency Services; Robert G. Pfundstein, cfo; James A. Cannon, comptroller; Edward A. Haymes, treasurer; Raymond E. McGovern, secretary, general counsel; Stephen B. Oresman, corporate administrative officer; Thomas Watson, president-Diversified Agency Services. Employees: 10,340.

JWT Group Inc.

JWT Group, New York, had worldwide gross income of $644,771,000 in 1986 on billings of $4,300,622,000, compared with $590,083,000 in gross income on billings of $3,935,853,000 in 1985. Figures for 1985 were readjusted to reflect the acquisition in 1986 of Gray & Co.

International activity at JWT Group slightly outpaced the domestic growth rate in 1986 as non-U.S. gross income grew 14.7% to $249,193,000 from $217,341,000 on the same percentage growth in billings to $1,662,117,000 from $1,449,664,000.

In the U.S., gross income grew 6.1% to $395,578,000 from $372,742,000 the year earlier, and billings grew the same rate to $2,638,505,000 from $2,486,189,000.

JWT Group earned $5.9 million in 1986, down from $19.4 million in net income in 1985. Revenue (commissions and fees) rose 11% to $641 million. Poor fourth quarter results—a loss of $4.9 million compared with net income of $8 million in the period the previous year—had a particularly negative impact.

JWT Group figures include:

- Walter Thompson U.S.A.
- Thompson Recruitment Advertising
- Brouillard Communications
- Lord, Geller, Federico, Einstein
- Hill & Knowlton, pr
- MRB Group, market research

JWT Group is headed by Don Johnston, chairman-ceo, who also assumed the post of ceo at J. Walter Thompson Co. in late January, 1987, after the dismissal of Joseph W. O'Donnell, then chairman-ceo of the agency.

Other top executives at JWT Group: Ronald A. Kovas, exec vp; Terence D. Martin, exec vp-finance & administration; Stephen M. Salorio, exec vp, general counsel and secretary; Ralph A. Daiuto, senior vp; Kenneth A. Drucker, senior vp-treasurer; Douglas L. Heerdt, senior vp; and board member, Robert L. Dilenschneider, president, ceo-Hill & Knowlton.

Worldwide, the group employed 10,440 in 1986 in 264 offices, compared with 10,277 employees in 269 offices the year earlier. In the U.S., the group has 4,994 employees in 1986 in 102 offices, compared with 4,807 employees in 100 offices the prior year.

Ogilvy Group

Ogilvy Group Inc., New York, reported worldwide gross income of $548,695,000 in 1986 on billings of $3,802,426,000. In 1985, the agency reported worldwide gross income of $481,102,000 on billings of $3,318,657,000.

Most of the growth came on the international side: Non-U.S. gross income rose 31.9% to $229,426,000 in 1986 from $173,917,000 in 1985, and non-U.S. billings rose 31.8% to $1,672,902,000 from $1,269,733,000. Both domestic gross income and billings rose 3.9%, the former to $319,269,000 from $307,185,000, and the latter to $2,129,524,000 from $2,048,924,000. Figures do not include those of Research International, acquired in January, 1987.

Major agencies comprising Ogilvy Group:

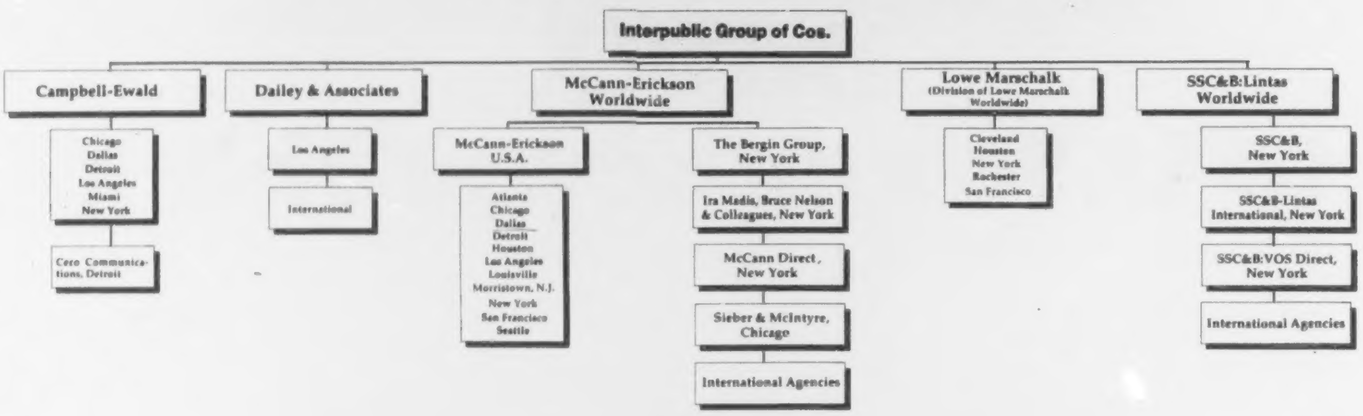
- Ogilvy & Mather Worldwide
- Scali, McCabe, Sloves Group
- Cole & Weber

Scali was particularly active in 1986 buying Fallon McElligott, the highly creative Minneapolis shop and Martin Agency, Richmond, Va., which ranked as the top agency in year-to-year percentage gain in U.S. and world gross income and in world billings among the top 100 agencies in this issue. Scali led all U.S. agencies by percentage growth in U.S. billings.

Ogilvy Group is run by an executive committee comprised of William E. Phillips, chairman-ceo; Kenneth Roman, vice-chairman, president-Ogilvy & Mather Worldwide; Norman Berry, creative director, president-Ogilvy & Mather, N.Y.; Graham Phillips, chairman-Ogilvy & Mather, U.S.; John P. Gill, secretary and treasurer.

The group had 8,817 employees in 271 offices in 1986, up from 8,781 employees in 266 offices in 1985. In the U.S., there were 3,845 employees in 65 offices, up from 3,755 employees in 60 offices the prior year.

Organizational charts for agency groups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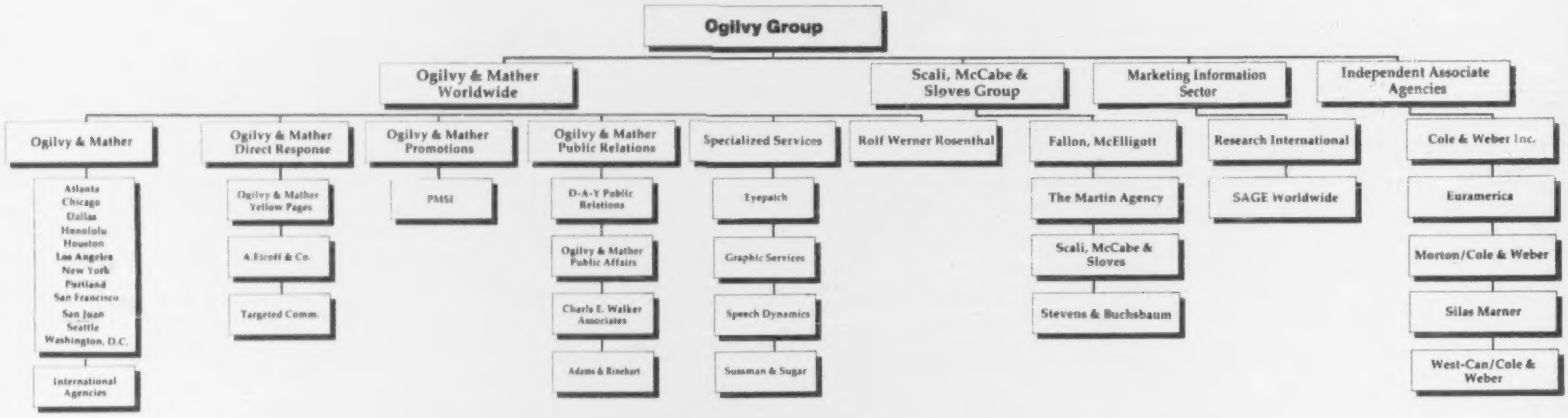
Campbell-Ewald
Chicago
Dallas
Detroit
Los Angeles
Miami
New York
Ceco Communications, Detroit
Dailey & Associates
Los Angeles
International
McCann-Erickson Worldwide
McCann-Erickson U.S.A.
Atlanta
Chicago
Dallas
Detroit
Houston
Los Angeles
Louisville
Morristown, N.J.
New York
San Francisco
Seattle
The Bergin Group, New York
Ira Madis, Bruce Nelson & Colleagues, New York
McCann Direct, New York
Sieber & McIntyre, Chicago
International Agencies
Lowe Marschalk
(Division of Lowe Marschalk Worldwide)
Cleveland
Houston
New York
Rochester
San Francisco
SSC&B:Lintas Worldwide
SSC&B, New York
SSC&B-Lintas International, New York
SSC&B:VOS Direct, New York
International Agencies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Ogilvy & Mather
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Chicago
Dallas
Honolulu
Houston
Los Angeles
New York
Portland
San Francisco
San Juan
Seattle
Washington, D.C.
International Agencies
Ogilvy & Mather Direct Response
Ogilvy & Mather Yellow Pages
A.Eicoff & Co.
Targeted Comm.
Ogilvy & Mather Promotions
PMSI
Ogilvy & Mather Public Relations
D-A-Y Public Relations
Ogilvy & Mather Public Affairs
Charls E. Walker Associates
Adams & Rinehart
Specialized Services
Eyepatch
Graphic Services
Speech Dynamics
Sussman & Sugar
Rolf Werner Rosenthal
Scali, McCabe & Sloves Group
Fallon, McElligott
The Martin Agency
Scali, McCabe & Sloves
Stevens & Buchsbaum
Marketing Information Sector
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Independent Associate Agencies
Cole & Weber Inc.
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Morton/Cole & Weber
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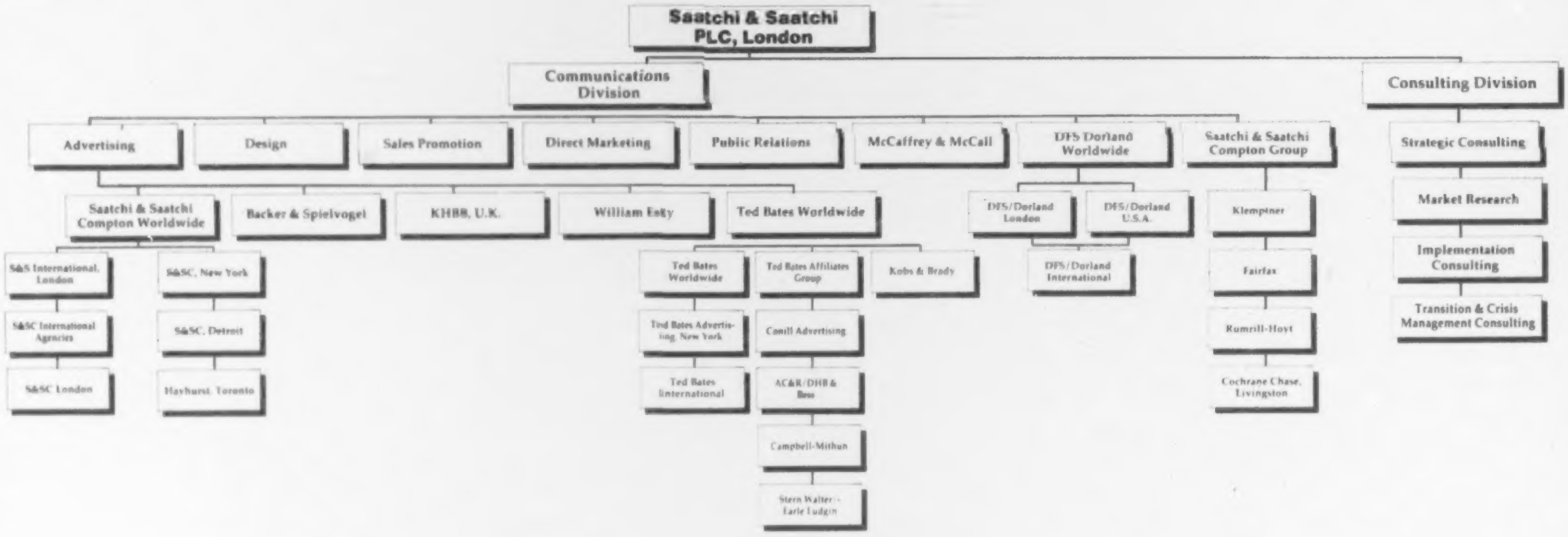
West-Can/Cole & Weber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Communications Division
Advertising
Saatchi & Saatchi Compton Worldwide
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Ted Bates Worldwide
Ted Bates Advertising, New York
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Ted Bates Affiliates Group
Cunill Advertising
AC&R/DHB & Bess
Campbell-Mithun
Stern Walters - Earle Ludgin
Kobs & Brady
Design
Sales Promotion
Direct Marketing
Public Relations
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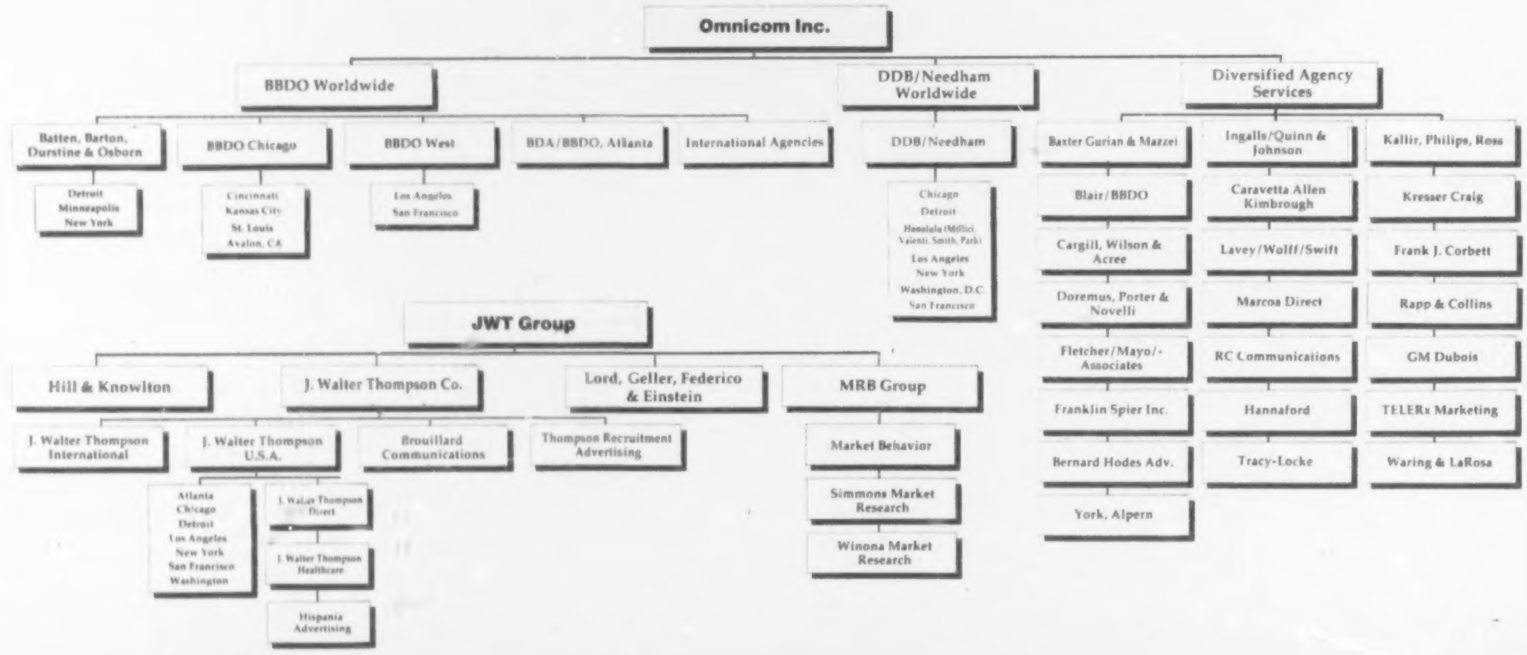
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New York
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Cincinnati
Kansas City
St. Louis
Avalon, CA
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Los Angeles
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BDA/BBDO, Atlanta
International Agencies
DDB/Needham Worldwide
DDB/Needham
Chicago
Detroit
Honolulu (Millici, Valenti, Smith, Park)
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New York
Washington, D.C.
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Baxter Gurian & Mazzei
Blair/BBDO
Cargill, Wilson & Acree
Doremus, Porter & Novelli
Fletcher/Mayo/Associates
Franklin Spier Inc.
Bernard Hodes Adv.
York, Alpern
Ingalls/Quinn & Johnson
Caravetta Allen Kimbrough
Lavey/Wolff/Swift
Marcoa Direct
RC Communications
Hannaford
Tracy-Locke
Kallir, Philips, Ross
Kresser Craig
Frank J. Corbett
Rapp & Collins
GM Dubois
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Waring & LaRosa
JWT Group
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Detroit
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New York
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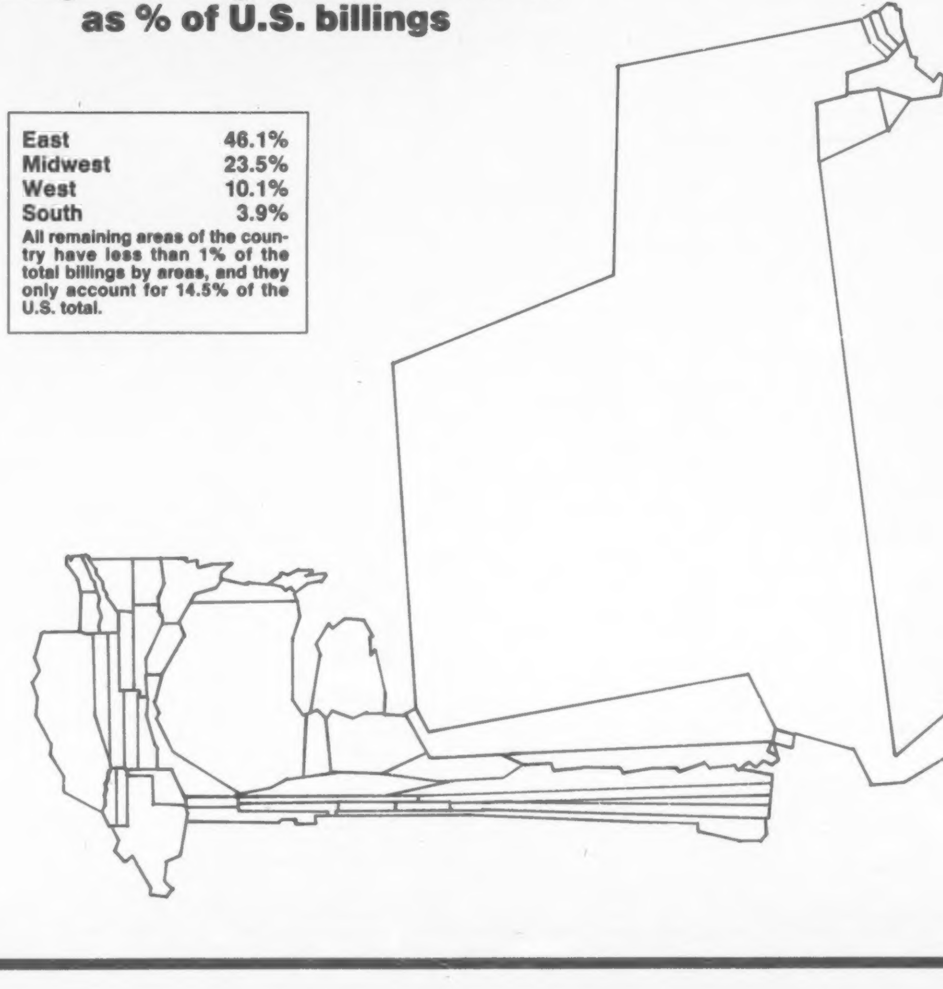
Ad Age 500 regional breakdown as % of U.S. billings


East 46.1%
Midwest 23.5%
West 10.1%
South 3.9%
All remaining areas of the country have less than 1% of the total billings by areas, and they only account for 14.5% of the U.S. total.

Top 100 by productivity

Rank	Agency	Employees/$1 million U.S. billings 1986	1985	% chg	Total U.S. employees 1986	1985	% chg
1	Avrett, Free & Ginsberg	0.63	0.57	9.6	54	51	5.9
2	Towne, Silverstein, Rotter	0.69	0.71	(3.8)	56	50	12.0
3	Admarketing	0.72	0.81	(10.7)	133	138	(3.6)
4	Ally Gargano/MCA Advertising	0.93	1.01	(8.0)	274	332	(17.5)
5	Rosenfeld, Sirowitz & Humphrey	0.94	1.19	(20.6)	141	165	(14.5)
6	William Esty Advertising Co.	0.98	1.10	(10.7)	500	560	(10.7)
7	Geers Gross Advertising	0.98	1.06	(7.2)	167	180	(7.2)
8	Kornhauser & Calene	1.02	1.02	0.6	125	113	10.6
9	TBWA Advertising	1.05	1.10	(4.8)	110	97	13.4
10	Laurence, Charles, Free & Lawson	1.10	1.19	(7.0)	317	279	13.6
11	Fallon McElligott	1.16	1.21	(4.1)	108	98	10.2
12	Jordan, Manning, Case, Taylor & McGrath	1.19	1.31	(9.6)	285	276	3.3
13	McKinney & Silver	1.22	1.52	(19.4)	126	126	—
14	Griffin Bacal	1.23	1.30	(5.4)	175	152	15.1
15	Wells, Rich, Greene	1.28	1.37	(6.5)	852	888	(4.1)
16	Leo Burnett Co.	1.30	1.30	(0.5)	1,768	1,657	6.7
17	Hicks & Greist	1.33	1.33	0.1	128	125	2.4
18	Ted Bates Worldwide	1.35	1.40	(3.8)	2,556	2,684	(4.8)
19	Kallir, Philips, Ross	1.37	1.34	2.3	155	150	3.3
20	Campbell-Ewald Worldwide	1.38	1.48	(6.7)	804	809	(0.6)
21	Warwick Advertising	1.38	1.36	1.4	190	190	—
22	Diener/Hauser/Bates Co.	1.40	1.47	(4.6)	185	166	11.4
23	Rubin Postaer & Associates	1.43	1.62	(11.5)	156	160	(2.5)
24	Tatham-Laird & Kudner	1.45	1.52	(4.8)	345	357	(3.4)
25	Martin Agency	1.45	2.38	(39.1)	131	124	5.6
26	Stone & Adler	1.46	1.70	(14.6)	141	170	(17.1)
27	Lord, Geller, Federico, Einstein	1.48	1.54	(3.6)	314	285	10.2
28	Henderson Advertising	1.50	1.74	(13.7)	120	136	(11.8)
29	SSC&B:Lintas Worldwide	1.50	1.63	(7.7)	690	731	(5.6)
30	Backer & Spielvogel	1.50	1.62	(7.6)	680	625	8.8
31	Tucker Wayne & Co.	1.51	1.69	(10.9)	124	121	2.5
32	Ammirati & Puris	1.53	1.77	(13.3)	230	230	—
33	Medicus Intercon International	1.54	1.54	0.3	127	100	27.0
34	Sudler & Hennessey	1.55	1.70	(8.8)	192	206	(6.8)
35	Scali, McCabe, Sloves	1.57	1.74	(10.1)	714	425	68.0
36	MARCOA DR Group	1.57	1.71	(8.2)	173	173	—
37	HCM	1.58	2.06	(23.5)	280	341	(17.9)
38	GSDM	1.59	2.03	(22.0)	135	155	(12.9)
39	Doremus Porter Novelli	1.59	1.82	(12.8)	373	316	18.0
40	William Douglas McAdams Inc.	1.59	1.81	(12.0)	165	185	(10.8)
41	Bloom Cos.	1.61	1.82	(11.8)	304	310	(1.9)
42	DDB Needham Worldwide	1.61	1.80	(10.4)	2,783	3,227	(13.8)
43	Mojo MDA-Allen & Dorward	1.62	2.28	(28.7)	122	150	(18.7)
44	Grey Advertising	1.65	1.83	(9.9)	2,238	2,234	0.2
45	DFS Dorland Worldwide	1.65	1.86	(11.0)	1,490	1,601	(6.9)
46	Hill, Holliday, Connors, Cosmopulos	1.66	2.06	(19.5)	350	395	(11.4)
47	Levine, Huntley, Schmidt & Beaver	1.66	1.79	(7.0)	208	156	33.3
48	McCann-Erickson Worldwide	1.70	1.88	(9.9)	1,661	1,569	5.9
49	Ogilvy & Mather Worldwide	1.71	1.87	(8.9)	2,840	3,035	(6.4)
50	Beber Silverstein & Partners	1.71	1.87	(8.4)	120	116	3.4
51	BBDO Worldwide	1.74	1.71	1.7	3,665	3,205	14.4
52	Kobs & Brady Advertising	1.74	1.89	(8.0)	141	133	6.0
53	Ross Roy Inc.	1.75	1.71	2.5	728	632	15.2
54	J. Walter Thompson Co.	1.75	1.99	(11.8)	3,035	3,325	(8.7)
55	DYR Worldwide	1.75	1.75	—	230	251	(8.4)
56	Eisaman, Johns & Laws	1.77	1.67	6.0	158	142	11.3
57	NW Ayer & Son	1.80	1.82	(1.0)	1,208	1,184	2.0
58	Meldrum & Fewsmith	1.80	2.28	(20.9)	149	157	(5.1)
59	Wunderman Ricotta & Kline	1.80	2.02	(10.9)	404	355	13.8
60	C&W Group	1.82	1.65	10.4	499	560	(10.9)
61	Bozell, Jacobs, Kenyon & Eckhardt	1.84	2.14	(13.9)	2,068	2,200	(6.0)
62	Davis, Johnson, Mogul & Colombatto	1.84	1.75	5.2	240	215	11.6
63	Ketchum Communications	1.85	2.28	(18.6)	905	864	4.7
64	Richards Group	1.91	2.28	(16.5)	157	165	(4.8)
65	Tracy-Locke	1.91	2.16	(11.5)	604	587	2.9
66	Campbell-Mithun	1.91	2.10	(9.0)	726	696	4.3
67	D'Arcy Masius Benton & Bowles	1.95	2.11	(7.7)	2,528	2,809	(10.0)
68	Cramer-Krasselt Co.	1.98	2.15	(8.0)	139	127	9.4
69	Wyse Advertising	1.98	2.12	(6.7)	173	185	(6.5)
70	Earle Palmer Brown Cos.	2.01	N/A	—	285	N/A	—
71	AC&R Advertising	2.01	2.07	(3.0)	225	220	2.3
72	Ogilvy & Mather Direct Response	2.04	2.28	(10.3)	490	455	7.7
73	Foote, Cone & Belding Communications	2.06	2.29	(10.3)	3,326	3,282	1.3
74	Young & Rubicam	2.07	2.03	2.1	4,949	4,611	7.3
75	HBM/Creamer	2.09	N/A	—	558	N/A	—
76	Cole & Weber	2.25	2.02	11.6	204	223	(8.5)
77	W.B. Doner & Co.	2.32	2.33	(0.5)	488	403	21.1
78	Ingalls, Quinn & Johnson	2.33	2.23	4.3	273	110	148.2
79	Evans Communications	2.38	2.42	(1.6)	345	295	16.9
80	Creswell, Munsell, Fultz & Zirbel	2.42	2.55	(5.1)	174	172	1.2
81	Weightman Group	2.56	2.43	5.1	220	195	12.8
82	Fahlgren & Swink	2.67	2.82	(5.5)	304	239	27.2
83	Al Paul Lefton Co.	2.69	2.81	(4.3)	185	180	2.8
84	Venet Advertising	2.94	3.22	(8.7)	203	203	—
85	Kenrick Advertising	3.42	4.11	(16.8)	178	205	(13.2)
86	Direct Marketing Group	4.46	3.44	29.3	618	350	76.6
87	Telephone Marketing Programs	4.97	5.29	(6.2)	586	528	11.0
88	Keller-Crescent Co.	5.14	4.76	7.9	560	560	—
—	Chiat/Day Advertising	N/A	N/A	N/A	N/A	N/A	—
—	Cochrane Chase Livingston	N/A	N/A	N/A	N/A	N/A	—
—	Dailey & Associates	N/A	N/A	N/A	N/A	N/A	—
—	Della Femina, Travisano & Partners	N/A	N/A	N/A	N/A	N/A	—
—	Geer, DuBois	N/A	N/A	N/A	N/A	N/A	—
—	Hal Riney & Partners	N/A	N/A	N/A	N/A	N/A	—
—	Lowe Marschalk	N/A	N/A	N/A	N/A	N/A	—
—	McCaffrey & McCall	N/A	N/A	N/A	N/A	N/A	—
—	Nationwide Advertising	N/A	N/A	N/A	N/A	N/A	—
—	Rumrill-Hoyt	N/A	N/A	N/A	N/A	N/A	—
—	Saatchi & Saatchi Compton Worldwide	N/A	N/A	N/A	N/A	N/A	—
—	Sawdon & Bess Advertising	N/A	N/A	N/A	N/A	N/A	—

NOTES: Employees per $1 million in billings is computed by dividing total U.S. employees by total U.S. billings in millions of dollars. A negative percent change in employees per $1 million in U.S. billings—in parentheses—indicates an improvement in productivity from 1985 to 1986. Twelve agencies, listed at the bottom of this chart, did not report total U.S. employees.

Employees: 12.

Phone: (609) 235-5768. ☑

Yellow Pages Marketing Services, Mequon, Wis., reported gross income of $5,318,000, of which $99,000 was non-U.S. contributions, in 1986 on billings of $34,810,730. In 1985, it reported gross income of $4,767,000, of which $91,000 was non-U.S. contributions, on billings of $31,281,000.

Billings for both years was all in media.

Included in the agency's figures were returns from the offices in Milwaukee, Fort Lee, N.J., Los Angeles, Chicago, Kansas City, Minneapolis, Houston and Cleveland.

Included in the agency's figures were returns from subsidiary, Creative Media.

The agency did not report accounts gained or lost in 1986 and 1985.

Billings breakdown by media: Yellow pages 100%.

Top execs: Richard C. Miller, president; Robert B. Kennedy, James F. Ponce, sr vps; David J. Madison, vp-eastern district mgr; Rudy N. Magnolia, vp-western district mgr; George R. Boehm, Mark O. Brown, Cynthia M. Dzikowski, Helen B. Harper, Ann J. Kosack, Jeffrey S. Miller, Kathleen L. Smith, Richard M. Tuchalski, Marilyn G. Young, Donald A. Zimmel, vps. Employees: 104 in 8 offices.

Phone: (414) 241-8600. ☑

Zam + Kirshner + Geller, Garden City, N.J., reported gross income of $861,400 in 1986 on billings of $6,250,426. In 1985, it reported gross income of $781,400 on billings of $5,701,478.

The agency's 1986 U.S. volume consisted of $1,562,175 in media, $1,518,000 in materials and services and $3,170,251 in capitalized fees. Its 1985 U.S. volume consisted of $1,412,300 in media, $1,385,020 in materials and services and $2,904,158 in capitalized fees.

In 1986, the agency gained: Pall Corp, Ultrafine Filtration Corp., nuclear prods; Canon USA, electronic components div; De Ge Marketing, locks and hardware; Krone Inc, electronic connectors. It lost: Dom Lock.

The agency did not breakout billings by media.

Top execs: Samuel J. Kirshner, president; Marvin Geller, vp; Iz Zam, chmn. Employees: 11.

Phone: (516) 227-2277. ☑

Zechman & Associates Advertising, Chicago, reported gross income of $3,102,528 in FY1986 on billings of $19,812,530. In FY1985, it reported gross income of $2,429,101 on billings of $16,621,162.

The agency's fiscal 1986 U.S. volume consisted of $16,150,680 in media and $3,661,850 in materials and services. Its fiscal 1985 U.S. volume consisted of $13,723,001 in media and $2,898,161 in materials and services.

In fiscal 1986, the agency gained: Bravo! Premium Pizza; Henri's Food Products; Nichols-Homeshield; Wabash Valley Broadcasting. It lost: Jos. Huber Brewing Co.; WTPI-FM, Indianapolis.

Billings breakdown by media: Newspapers 7%, magazines 16%, medical journals 2%, radio 26%, spot tv 45%, cable tv 1%, outdoor 1%, business papers 2%.

Top execs: Jan E. Zechman, president; Philip D. Davis, sr vp-client svcs; Jackie Morgan, sr vp-media; Richard Lemmon, vp, exec art dir; Richard Bach, dir-mktg & rsch. Employees: 30.

Phone: (312) 346-0551. ☑

Zubi Advertising Services, Miami, had estimated gross income of $893,400 in 1986 on billings of $5,700,000. In 1985, had estimated gross income of $815,100 on billings of $5,200,000.

The agency's 1986 U.S. volume consisted of $3,400,844 in media, $1,453,000 in materials and services and $846,156 in capitalized fees. Its 1985 U.S. volume consisted of $3,102,960 in media, $1,325,000 in materials and services and $772,040 in capitalized fees.

In 1986, the agency gained: Six Flags Atlantis; Avianca Airlines; Woodlawn Park Cemetery. It lost: Masters Beer.

Billings breakdown by media: Newspapers 15%, magazines 5%, radio 30%, spot tv 30%, outdoor 5%, point of sale 5%, direct mail 10%.

Top execs: Teresa Zubizarreta, president; Marta Calvo, creative dir; Aymara del Aguila, art dir; Julie Diaz, comptroller; Maria Triana, production & office mgr; Ileana Garcia, traffic dir; Lourdes Torres, media dir; Any Ribero, Maria T. Suarez, Patricia Ruiz-Garcia, Maria del Carmen Mayoral, acct execs. Employees: 13.

Phone: (305) 854-6807.

Zylke & Associates, Northbrook, Ill., reported gross income of $1,879,371 in 1986 on billings of $12,902,880. In 1985, it reported gross income of $1,640,252 on billings of $11,732,338.

The agency's 1986 U.S. volume consisted of $2,968,377 in media, $1,381,195 in materials and services and $8,553,308 in capitalized fees. Its 1985 U.S. volume consisted of $3,723,536 in media, $1,287,723 in materials and services and $6,721,079 in capitalized fees.

In 1986, the agency gained: Interlake Materials Handling; Bruning; Bazzoni & Co; Concrete Doctor; Ceco Door div; J. Cotey, Inc; McIntosh, Ltd; Occusafe, Inc; SFS Stadler; T.L. Swint Industries. It lost: Charmilles Technologies; Labour Pump; Technical Publishing.

Billings breakdown by media: Newspapers 1.4%, magazines 10.1%, radio 2%, outdoor 0.4%, business papers 60%, farm publications 1%, yellow pages 4%, direct mail 20%.

Top execs: Ralph B. Zylke, president; Charles H. Puls, exec vp. Employees: 27.

Phone: (312) 498-9300. ☑

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